35TH
ANNIVERSARY

1955-1990

**AMERICAN SOCIETY FOR
INDUSTRIAL SECURITY**
INTERNATIONAL

Looking Ahead . . .

When we look back through the years, we mark our lives by the significant events that shaped future decisions. On the personal front those points might be when we graduated from college, landed a first job, got married, had children, bounced back from a serious illness, bought a house, or had an operation.

Benchmarks can be found in our professional careers as well. Each of us can remember when we received our first performance appraisal, got a big promotion, were commended for a job well done, or made our first budget presentation.

This 35th Anniversary publication is a look through the past for our professional association, the American Society for Industial Security (ASIS). The parallels are amazingly similar. As the time line on page 52 shows, ASIS can mark its achievements through an accumulation of decisions. From 1955, when five men formed ASIS, until today, all ASIS members have benefited from the confidence ASIS leaders placed in security as a profession and in ASIS as its professional society.

When I first joined ASIS in 1978, the Society had 10,000 members, annual revenue of $1.2 million, and a fund balance of $185,000. Today, ASIS is 25,000 members strong, has an annual income of more than $8 million, and has a fund balance of $3 million. The road to success has been bumpy, but volunteer leaders at the local, regional, and international levels have not veered from the Society's original course. We all owe a debt of gratitude to these men and women of vision.

As the 35th president of ASIS, I would like to issue a challenge to fellow members. What will *you* contribute to ASIS to ensure it remains healthy for another 35 years? Where will your name appear in the chronicles of ASIS's centennial?

The future of ASIS is in our hands. By joining together and reaffirming our pledge to the goals set forth by the ASIS founders, future generations of ASIS members will reflect with pride on a job well done.

Lawrence J. Howe, CPP
1990 ASIS President

About the cover:

The cover for this 35th Anniversary commemorative publication was designed by Gerard Huerta of Gerard Huerta Design, Inc., Darien, CT.

Huerta's work combines illustration and hand-done typography. His designs include the logotypes of *Time, The Atlantic, People Weekly,* and *Money* magazines. He has designed corporate logos, magazine covers, record jackets, and posters for such clients as CBS Records, Waldenbooks, *Newsweek, Barron's,* and the *National Geographic.*

Huerta has earned awards from such prestigious groups as the New York Art Directors Club, Communication Arts, and the Society of Illustrators. He received his education at the University of California, Irvine, and the Art Center College of Design.

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Single Copy Price: Ten Dollars

Leading the Charge: Key People and Decisions

In the beginning there were five men. The originators of the American Society for Industrial Security (ASIS), men well established in their careers, were willing to invest time, energy, and resources to see an idea reach fruition. The time had come to form a national professional association for industrial security specialists.

While undeniably men of vision, the original five could never have imagined the potential of their creation. In 1990, on the 35th anniversary of the formal beginning of their inspiration, the Society's small nucleus of concerned individuals has burgeoned into a mature association of more than 25,000 members worldwide.

An Idea Takes Shape
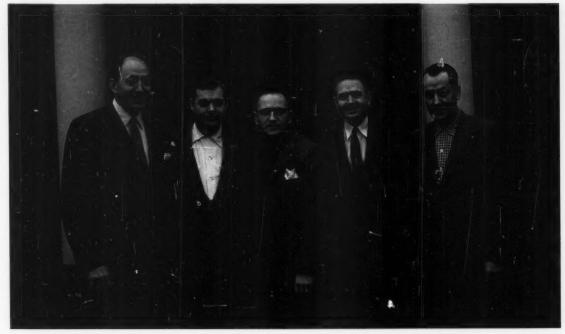
Several years before ASIS was officially launched, the five men met in Detroit, MI, on November 5, 1953. They exchanged ideas on how to make industrial security more effective, a discussion that expanded into their views on the need for a security association. The men at the forefront of what was to become the world's largest professional security association were

■ Robert L. Applegate, director, industrial security programs, Office of the Assistant Secretary of Defense for Manpower, Personnel, and Reserve;

■ Eric L. Barr, industrial security manager, Electric Boat Division, General Dynamics;

■ Eugene A. Goedgen, manager of plant security, Jet Engine Division, General Electric;

■ Paul Hansen, director, Industrial Security Division, Reynolds Metals Company; and

■ Russell E. White, security coordinator, General Electric Company.

Three of the five—Hansen, White, and Barr—subsequently served as presidents of ASIS. Hansen and Barr eventually received

The founders of ASIS pause to celebrate their inspiration. Pictured (l to r) in this 1955 photo are Robert Applegate, Eugene Goedgen, Russell White, Eric Barr, and Paul Hansen.

the Certified Protection Professional (CPP) credential.

Paul Hansen compiled a prospectus for the organization these men envisioned and presented it to a larger gathering of interested individuals in Cincinnati, OH, the following February. "Industrial security and protection has become such an important part of industry and national security," noted the prospectus, "that it should now qualify as a profession to be so recognized and take its place along with the other great professions."

A steering committee from this group explored the idea with potential members, some of whom saw the idea as too ambitious. In 1954, many local and special-interest security groups existed throughout the United States; most were initially unwilling to join forces to form a national organization. Ultimately, members of two extant organizations—the Industrial Security Council of the National Industrial Conference Board and the Security Committee of the Aircraft Industries Association—joined the temporary governing body responsible for handling organizational details.

The expanded group, chaired by Hansen, met in New York in December 1954 to settle on a name and membership qualifications for the new organization. Several names were considered, including the Industrial Security Institute and the National Society for Industrial Security. But the current name prevailed.

Reports of that meeting show the selection of the word *society* rather than *association* was deliberate. "The intention was to create an organization that would eventually earn professional status and be so accepted," explained the minutes.

After considerable debate, job responsibility was selected as the basis for membership qualifications and classifications. The criterion was expected to be temporary until qualifications could be based on specific academic training

In 1955, ASIS made J. Edgar Hoover its first honorary member.

and accumulated experience.

Three types of membership were developed—active, associate, and government. Active members were persons responsible for the industrial security and protection functions of a company, corporation, or plant. Associate members were persons ineligible for active membership but who performed supervisory, administrative, or professional duties in industrial security or plant protection. Persons employed by the government in an industrial security position were classified as government members.

All members, as defined by these categories, were security practitioners. The difference between active and associate members was their level of responsibility. Active members were those in more senior security positions. Affiliate membership, which included suppliers of security services, was not introduced until 1957.

A dues structure proposed by Albert T. Deere, another future ASIS president, was accepted. It consisted of a $25 initiation fee and annual dues for active members, and a $10 initiation fee and annual dues for associate and government members.

Finally, in January 1955, the American Society for Industrial Security was officially incorporated. The certificate of incorporation, filed in Dover, DE, stated the Society's purposes (see **chart**).

At a March 1955 organizational meeting for potential charter members, a 12-member board of directors was elected with Hansen as the Society's first president. One of the board's first actions was to

The Purpose of ASIS as Stated in Its Certificate of Incorporation

(a) To encourage, promote, aid in, and effect the voluntary interchange among members of the Society, of data, information, experience, ideas, knowledge, methods, and techniques relating to the field of industrial security.

(b) To provide a means for maintaining a representative and centralized body or organization to collect, collate, coordinate, and distribute by any means deemed advisable, data, information, ideas, knowledge, methods, and techniques with a view to improving the efficiency and, if deemed advisable, to promote uniformity in industrial security, as such, and develop matters of mutual interest to its members.

(c) To establish ethical and professional standards of work and conduct for its members and to foster and encourage observance of same.

(d) To print, publish, distribute, and circulate books, pamphlets, periodicals, papers, and articles in connection with and furtherance of the activities and purposes of the Society; to compile and maintain lists, registers, and records of those persons responsible for promulgating and carrying out the functions of industrial security in American industry and government, and to print, publish, and distribute the same, to the extent deemed advisable; and to establish and conduct such committees, bureaus, and offices necessary and incidental to the activities of the Society.

Paul Hansen
The Society's First President

If anyone deserves to be called "the father of ASIS," it is Paul Hansen, the Society's first president. Hansen was intimately involved in all phases of the Society's inception—from concept, to incorporation, to organization. Named an Honorary Member of ASIS in 1965 for his unswerving dedication to the Society, Hansen maintains a keen interest in ASIS as it enters its 36th year.

Hansen took an unlikely path into the security field. He spent two years as a missionary in Missouri and a brief time farming before coming to Washington, DC, to study law at the National University Law School. While earning his degree, Hansen worked as a bookkeeper for the Potomac Electric Power Company and as an accountant for the US Marshals Service. He spent six years as a special agent for the FBI and then became a field agent for the Federal Works Agency, Division of Investigations.

The private sector claimed Hansen in 1942, when he became division attorney and director of security for Baltee Aircraft in Louisville, KY. From 1943 to 1965 Hansen worked for Reynolds Metals Company in Louisville as director of the Protection Division. He spent the next six years until his retirement as a security consultant.

While at Reynolds, Hansen began meeting periodically with colleagues at other large firms, mostly defense contractors. From those exchanges came the genesis of ASIS. Taken with the idea of a national organization for security professionals, Hansen recalls grilling people sitting next to him on airplane trips about their experiences with professional organizations. He applied their collective advice to his draft prospectus for the emerging organization, work that was instrumental in getting the idea off the ground.

Much of the legwork behind launching ASIS is credited to Hansen. When the first board of directors was elected, Hansen was chosen as its first president. At that meeting, a motion was passed to thank Hansen "for the work he has done and his extraordinary contribution to the founding of the Society."

"A lot of people were slow about joining," says Hansen, "because a lot of them couldn't conceive of what a national organization would be." But Hansen could, and he worked tirelessly to make the fledgling Society into an effective organization.

When he handed over the presidency to Russ White in 1956, Hansen remained closely involved in Society affairs. He was pressed into service to draft the ASIS Code of Ethics and prepared "General Regulations for the Governance and Guidance of Regions and Chapters." This document was incorporated into the Society's policy guide. 1959 President Eric Barr appointed Hansen as Society historian.

In recognition of his many contributions, Hansen was made an honorary member of the Society in 1966. In 1983, the ASIS Distinguished Service Award, which recognizes individual members for exceptionally dedicated service to the Society and its members, was renamed in Hansen's honor.

"The ASIS of today," commented Hansen in 1979 at the Society's 25th Anniversary celebration in Detroit, "is beyond my fondest expectations of what the Society could become. I didn't dream we would reach 10,000 members except in the very long term."

Now more than 25,000 members strong, ASIS still reflects the vision Hansen and his compatriots imagined 35 years ago. As Hansen wrote when he drafted the ASIS Policy Guide, the Society's many programs and publications still "encourage, promote, aid in, and effect the voluntary interchange among members concerning data, information, experience, ideas, and knowledge about methods, processes, and techniques relating to the profession of security." ■

PAUL HANSEN

adopt a logo, which was designed by an artist from Republic Aviation Corporation. That logo, with minor modifications, continues to be used today.

Not ones to shy away from lofty goals, the first members of ASIS held an annual meeting during the Society's inaugural year. A $5 registration fee was charged to attend, and an additional $6 fee was levied to cover the cost of a banquet. Fifty-two members attended the day-long event, which eventually became the ASIS Annual Seminar and Exhibits. While no exhibitors participated in the first meeting, J. Edgar Hoover, director of the FBI, was awarded the Society's first honorary membership in absentia.

Chapters Add Life

Long before the actual organization came into being, its founders realized that the local chapter would be the lifeblood of the Society. If the organization was to hold together, they reasoned, its members "had to be given something to do, such as attend chapter meetings and participate in local committees and activities."

To that end, the new board divided the country into seven regions, each headed by a regional vice president (RVP). The role of the RVP was to help foster the formation of new chapters, initiate regional conferences, promote the growth and professional prestige of the Society, and support chapter leaders.

Appointed by the Society's president, the RVPs have always served as a conduit between the chapter officers, the board of directors, and the headquarters staff. Through the years, however, the duties of this volunteer position have evolved from informal activities into specific functions.

Today, an RVP's job can be time-consuming, and individuals asked to serve in this role by the Society's president must be sure they understand the level of commitment required before agreeing to take on the task. RVPs visit the chapters in their regions regularly, hold one or more meetings with all chapter officers, attend three meetings of all RVPs, review monthly chapter reports, and assist a chapter when needed.

The first chapter to be recognized officially by the ASIS Board of Directors was the Southern California Chapter, whose petition was accepted in December 1955. Now

Leadership Firsts

Reflecting the demographic composition of the profession it served, ASIS counted only one woman among its 257 charter members, Jean Dunnivant of The Visking Corporation. The first mention of a woman being elected to national ASIS office came in 1960, when Kathleen Coggins was made assistant national treasurer, a post that has since been abolished.

Patricia Manion, the first woman to be elected to the ASIS Board of Directors, served from 1979 to 1981. Manion chaired the first International Affairs Committee of the ASIS Board of Directors. A constant champion of ASIS's international members, an award honoring the international chapter of the year was named for Manion following her death while still in office.

Nearly a decade passed before the Society selected its first woman president. Darlene Sherwood, CPP, ASIS's 30th president, is credited with having been very effective in that post.

Also reflecting the gradual buildup of membership outside the United States, the first international RVP was Ernest Felago, appointed in 1975. Felago's employment took him throughout the world, and he was responsible for launching ASIS chapters in many of the places he traveled. Today eight RVPs provide liaison and assistance to chapters outside US borders.

In 1977, Patricia Manion received a Distinguished Achievement Award from President Wayne Hall for her work as a regional vice president.

The first person elected to the ASIS Board of Directors from outside the United States was Alexander Smart, CPP, who took office in 1980. Smart, from the United Kingdom, also became the Society's first vice president—international in 1984. Another international member, Denis O'Sullivan, CPP, joined the board in 1987. Like Smart, O'Sullivan served for two years as the Society's vice president—international. ■

Timothy J. Walsh, CPP
ASIS's Dean of Security

Few names, if any, are better known in the security field than that of Timothy J. Walsh, CPP, the Society's 10th president. After a distinguished career at the Allen B. DuMont Laboratories and the Sperry Gyroscope Division of Sperry Rand (now Unisys), Walsh earned an impressive reputation as president of Harris and Walsh, a security consulting firm. As primary author of the much-respected *Protection of Assets Manual* and long-time instructor in ASIS's Assets Protection Courses, Walsh has informed, inspired, and at times awed untold numbers of security practitioners.

Walsh acquired his knowledge through a career that started at the Retail Credit Company (now Equifax). He earned a bachelor of arts degree from Fordham University, master of law degree from New York University, and doctor of law degree from St. John's University. Walsh was called back to active duty in the Air Force during the Korean War and was assigned to special investigations. When he returned to the United States, he took a civilian special investigations post with Naval Intelligence.

Having heard of ASIS from a colleague at Naval Intelligence, Walsh readily accepted an invitation to a chapter meeting in New Jersey when he moved to the private sector. He joined the Society in 1956 and almost immediately became the chapter's secretary/treasurer.

Along with local chapter activities, Walsh served as chairman of ASIS's Professional Criteria Committee from 1957 to 1958. In 1959 he became an ASIS regional vice president. Then Walsh was elected to the ASIS Board of Directors, on which he served from 1960 to 1966. During that time he held the offices of secretary/treasurer, second vice president, first vice president, president, and chairman of the board.

Regarding his presidency in 1964 and 1965, Walsh recalls devoting his energies to ensuring a smooth transition during a change in staff executive directors, strengthening the leadership structure of ASIS, and improving the Society's financial position.

In his inaugural address, Walsh observed, "A plan to improve the fledgling specialty of industrial security has been transformed into a dynamic organization, active and

TIMOTHY J. WALSH, CPP

influential on behalf of the profession." Walsh felt this achievement was even more remarkable "because in the doing not only was a Society established but also a profession was defined."

His vision of the Society's future challenged the Society's leaders of the future. At the 10-year mark, Walsh predicted ASIS would eventually boast "a membership of 8,000 or more, a national headquarters owned by the Society and housing a permanent staff of 30, the world's most complete reference library on industrial security containing over 2,000 titles in a dozen languages, a monthly magazine running 75 to 100 pages, a dozen hardcover texts published by the Society or in collaboration with it, funded research in all areas of professional interest under grants of at least $250,000, definitive technical standards developed by the Society's committees, a continuing professional placement program active enough to serve the needs of all members, and programs of formal instruction at universities in all parts of the country based on Society-developed materials."

Noting that "the day on which these possibilities will be realized is as near—or far—as the membership's desire and willingness to work for it," Walsh issued a challenge to members: "Every one of you . . . should be able either to look back with pride on some substantial service already rendered to the Society or look forward with resolve to a contribution soon to be made. If the latter, don't wait to be asked." The structure of ASIS today is quite

close to his predictions.

Walsh's service to ASIS did not end when he completed his term as chairman of the board. In 1967 he became the first president of the newly created ASIS Foundation. Walsh and his close friend, Richard Healy (ASIS president from 1958 to 1959), served as advisors to the ASIS Institute of Learning during the 1970s.

While Walsh was president of the ASIS Foundation Board in 1967, he and Healy put together an assets protection course at the urging of the Society's first president, Paul Hansen. Another former ASIS president, Floyd Purvis, convinced the Society to sponsor the Walsh and Healy course for ASIS members in 1972. That course was the precursor of ASIS's series of Assets Protection Courses (APCs).

The well-regarded *Protection of Assets Manual*, published by the Merritt Company, grew out of the handouts Walsh and Healy prepared for their assets protection course. Formalized in 1973, the manual has developed from two volumes to four. Walsh updates the information monthly through a newsletter supplement.

Walsh also played an influential role in developing the Certified Protection Professional program. He was a member of the task force that proposed a certification program to the ASIS Board of Directors and served for four years on the Professional Certification Board. He was involved in the monumental task of identifying and organizing the subject matter to be included on the original certification examination.

Currently, Walsh is a member of the ASISNET advisory group. He remains an active member of the Council of Past Presidents.

"The general growth of the Society and its services is very satisfying," says Walsh. "The major task now, as I see it, is to take every pain to see that professional development of the membership remains the Society's focus." ■

called the Greater Los Angeles Chapter, it continues to be one of the largest and more active groups in the Society.

For many years ASIS presidents were able to visit most or all chapters in addition to carrying out the responsibilities of their full-time jobs. Keeping fledgling chapters afloat occupied ASIS leaders in the middle years.

When Lawrence Taylor was elected ASIS's ninth president in 1963, he found much of his time was devoted to reviving inactive chapters. Taylor visited most of these chapters and restated the benefits of ASIS affiliation. He then asked members to accept more individual responsibility for Society affairs by revitalizing quiescent chapters.

Today, with ASIS so widespread, annual visits to every chapter are impossible, even when the president's travel schedule is supplemented by visits from the chairman of the board, other directors, and headquarters staff. The decennial issue of *Industrial Security* noted that ASIS officers logged 95,000 miles during 1958 on behalf of the Society. The Society's 34th president, James Atkinson, covered more than 90,000 by himself in 1987.

Committees Set the Course

The objectives of the infant Society were carried out through volunteer committees. The original board established eight such committees, all of which have left their mark on the Society's development.

To identify new leaders, for example, the Nominating Committee selected a slate of candidates for election to the ASIS Board of Directors and for its officers. Today, this responsibility is carried out by a committee of the ASIS Board of Directors.

The Membership Committee canvassed the field for potential members, encouraged prospects to join, and screened applications. Within a year of its inception, the Membership Committee estab-

lished an award for the RVP who formed the greatest number of new chapters in a region during one year. According to published records, the committee felt "the most effective single means of increasing and enriching the membership of the Society was to be found in multiplying the number of chapters and in stimulating chapter activity."

Chapters continue to be the mainstay of new member recruitment. They encourage potential members to join and endorse new members' applications. The Membership and Meetings Sevices Department at headquarters processes new member applications and keeps computerized membership records up to date.

To disseminate information on Society and industrial security developments, ASIS founders established a Publications Committee. Volume 1, No. 1 of the Society's first newsletter was published in December 1955. It included a list of all 257 ASIS charter members. Of that number, 37 individuals remain active in the Society.

Today, the headquarters Publications Department oversees the editorial, production, and advertising sales functions of the Society's magazine, *Security Management*, and its newsletter, *Dynamics*. The original Public Relations Committee informed outsiders about the Society's endeavors. Its first brochure, printed in 1955, contained a complete statement of the philosophy, intentions, and membership benefits of ASIS. Titled "Industrial Security Comes of Age," the brochure promised a membership directory for the official use of members only: "This directory will be a valuable aid to security supervisors in handling visit approval relating to classified contracts. . . ."

The Society's current public relations functions are handled by headquarters staff. A directory of the membership is included with each May/June issue of *Dynamics*, which is prepared by the publica-

E. J. Criscuoli, Jr., CPP
At the Society's Helm

"In early 1960 I met Perry Norton at a luncheon on government classified information. He asked if I would like to join ASIS, but I didn't think the Society had much to offer. I thought it was controlled by a select few," recalls the Society's 20th president, E. J. Criscuoli, Jr., CPP. "Perry told me 'you can't change something unless you join it,' and I was hooked."

That event was the beginning of a 30-year relationship with ASIS that saw Criscuoli rise through the Society's ranks. He had come to the security profession through service as a special agent in US Army Counterintelligence from 1953 to 1956 after earning a bachelor of science in economics from Boston College. When he left the military, Criscuoli joined the research division of Curtis Wright Corporation as manager of security and safety.

From there Criscuoli moved to General Electric, where he held a variety of security and safety managerial positions until 1977. It was during these years that Criscuoli was active as an ASIS volunteer leader. Soon after Norton's challenge in 1960, Criscuoli became an officer of the Washington, DC, Chapter. By 1964 he was selected Outstanding Regional Vice President of the Year. The following year he was elected to the ASIS Board of Directors, and he was reelected twice to three-year terms.

"The role of the board of directors in Society affairs has changed substantially from when I first joined it in 1965," says Criscuoli. "For the first 20 years, directors were more doers than policymakers. Now the board oversees staff to ensure its directives are implemented. The full-time staff focuses more attention on the professional management of the association, which has been an essential ingredient in making the organization successful."

While on the ASIS board, Criscuoli served as treasurer twice and as first vice president before being chosen the Society's 20th president in 1974. Highlights of that year, in Criscuoli's view, include a briefing of the ASIS board at the White House and the 20th anniversary issue of *Security Management*. Approval of the Certified Protection Professional program was another memorable event.

Criscuoli recalls appointing the first international regional vice president. The ASIS board approved a presidential travel budget during his term that would take effect once the current president and president elect had left office. The dues structure was made uniform for all categories of members during Criscuoli's year as president.

After serving as ASIS chairman of the board in 1975, Criscuoli was reappointed to the ASIS Foundation Board and elected secretary/treasurer; he had been selected to serve on the Foundation's first board in 1967. In 1977 Criscuoli was chosen to succeed his longtime friend, Perry Norton, as the Society's staff executive director. Six years later a management reorganization made Criscuoli staff executive vice president, a position he continues to hold.

"Few members still in the Society remember the number of years Perry spent as a volunteer leader of ASIS before taking over as executive director in 1972," recalls Criscuoli. "He accepted the job as executive director when ASIS was at rock bottom; morale was low, and there was no staff to speak of. The Society was broke, flat on its back, and Perry put it back together," he adds. "The Society was basically on a no-growth plateau, was in financial difficulty, and needed drastic changes on nearly every front. Between 1971 and 1977 Perry Norton laid the foundation for where we are today."

Under Criscuoli's direction, *Security Management* became a monthly publication, the number of educational programs offered multiplied, the Annual ASIS Seminar and Exhibits became the largest secu-

E. J. CRISCUOLI, JR., CPP

Criscuoli closes his presidential year by handing the gavel to his successor, Dennis Chesshir.

rity exhibition in the country, the O. P. Norton Information Resources Center was established, ASISNET was launched, and the *Security Industry Buyers Guide* was introduced. Criscuoli was instrumental in arranging the Society's investment in its new headquarters. He has been at the center of ASIS's transition from a relatively small organization to an influential and fiscally solvent professional association.

Criscuoli has invested a tremendous amount of time and energy in ASIS as both a volunteer and a member of the staff. "Of all the ASIS positions I've held, the one I enjoyed the most was chairman of the Washington, DC, Chapter," he comments. "Our chapters are the vital links within the ASIS chain. With continued strength at the chapter level, the future of ASIS is unlimited." ∎

"ASIS is a significant force in the security field not because it satisfies every view or interest but because it provides an efficient structure for achieving the goals deemed desirable by the various groups within it."
E. J. Criscuoli, Jr., CPP

tions and membership and meeting services staffs.

A Professional Criteria Committee, as stated in its charter, was charged with "the formulation and application of standards of education, training, experience, fitness, competence, and ethics." Early on, this committee emphasized the setting of standards for membership in the Society. That focus later translated into concerns for professional ethics, academic programs in industrial security, scholarships, and research.

Over the years, large sections of the ASIS Policy Guide and the Society's bylaws were written by this committee. Ultimately its work spawned the development of the Certified Protection Professional (CPP) program and the ASIS

Darlene Sherwood, CPP
A Time for Change

"Ours is a very important profession to society at large," observes Darlene Sherwood, CPP, the Society's 30th president. "It's changing continuously, and ASIS is in the forefront of that change."

Sherwood did not expect to pursue a career in security because she didn't even know it existed; rather, she intended to become a certified public accountant. Today, ASIS's first woman president thinks "women have recognized that security is an exciting profession, and we're not going to be kept out."

Sherwood earned a bachelor of science in human relations and organizational behavior from the University of San Francisco, where she is currently finishing a master's degree in human resources and organization development. Often one of few women in her classes, Sherwood feels that experience helped her feel comfortable entering new professional territory. Her career path at SRI International in Menlo Park, CA, has allowed Sherwood to take on company responsibilities not previously handled by a woman.

"When I was elected senior vice president of ASIS in 1983, I wondered whether some of the men who had been active in the profession for 20 years or more were ready to accept a woman as head of their Society," recalls Sherwood. "When some men I respected congratulated me, I felt the time was right for a woman president."

Involvement with ASIS started for Sherwood in the early 1970s when she provided administrative support for San Francisco Bay Area Chapter events to help her boss at SRI. Then, in 1975, she was promoted to a job that made her eligible for membership. Known in the chapter from her past participation, Sherwood was asked a year later to finish the term of the chapter treasurer, who had moved. After four months, she was elected chapter secretary.

In 1977, job changes for the chapter's other officers left her the sole remaining officer. Sherwood became chairman of one of the Society's largest chapters just as ASIS shifted to terms of office that coincided with the calendar year; therefore she actually held that post for 15 months. Subsequently, Sherwood was appointed to the ASIS Foundation Board from 1979 through 1980. Her efforts on the Foundation Board focused largely on the scholarship program.

Next, Sherwood was elected twice to serve terms as an ASIS director, from 1981 to 1986. She recalls those years as a time of much change for ASIS, including a reorganization of reporting assignments on the ASIS board. "We were very concerned about the budget during those years," she remembers. "In 1982 we had approved a sizable investment in our headquarters building. It turned out as we hoped, but at the time we couldn't be sure."

Although two women had preceded Sherwood on the ASIS board, she was the first tapped to serve as president. Sherwood asserts, "I never felt I was elected because I was a woman." Rather, she is convinced her selection was an acknowledgement that she reflected the values held by the Society, had done her homework, and had earned her colleagues' confidence.

When she took office in 1985, Sherwood was SRI's manager of government security administration. During her year as president, Sherwood spent a total of four months away from her job traveling on Society business. She feels the investment of time in ASIS has paid off in her job as well because it provided valuable contacts and opportunities to learn more about security and working with people.

"I remember most traveling around to the chapters, getting to meet and know so many more members than I would have had the opportunity to otherwise," she remarks. Sherwood covered more than 86,000 miles in her year as

DARLENE SHERWOOD, CPP

Darlene Sherwood, CPP, receives the gavel of office from 1984 President Ron Beatty, CPP.

president, including a trip to Hamburg, Germany, for a regional conference that drew members from 12 countries.

Development of the Society's strategic plan was also noteworthy for Sherwood. Having served on the ASIS board committee that started the project, she finds it satisfying that strategic planning has become a fairly well-established process within the board. She also remembers international issues had much attention.

Since leaving the board in 1987, Sherwood has chaired the Council of Past Presidents and the Society's Ethical Standards Committee. This year she is participating on the host committee for the Annual ASIS Seminar and Exhibits, which will be held in San Francisco.

"Being president of ASIS permitted me to grow both professionally and personally," says Sherwood, who credits the experience with equipping her to take on greater responsibilities at work. Recently Sherwood was made SRI International's manager of security administration and operations, a post that encompasses responsibility for all Department of Defense-related security except plant protection.

"Serving as ASIS president is very rewarding," observes Sherwood. "It's an opportunity to give something back to the profession, which everyone should try to do." ∎

Foundation. The ASIS Ethical Standards Committee also can trace its beginnings to the original Professional Criteria Committee.

Three other committees focused on key issues in the security field. The Physical Protection Committee, the Emergency Planning Committee, and the Government Liaison Committee were the precursors of the 29 ASIS standing committees and councils active today.

An early undertaking of the Society was drafting the ASIS Code of Ethics. The original verson of the code, which contained nine articles, was written by Hansen and adopted in 1957. A plaque containing that code was presented to each registrant at that year's seminar and exhibits.

The code has been refined

through the years into its present form. Today's code contains six articles. Each article is further defined in from three to five specific "Ethical Considerations."

Carrying the Banner Forward

In his first President's Report, Hansen noted, "Our corporate entity is assured and from that anchor point we are beginning to grow.... We are growing, too, in the matter of acceptance. To be accepted is to be recognized and to gain stature. It is a healthy indication of our progress."

Nonetheless, the Society's survival remained a challenge for the association's leaders for the next several years. Before leaving office, Hansen observed that "the new officers and directors should take positive and direct steps to deemphasize the seeming preoccupation of the Society, at least in the minds of some people, with matters relating particularly and specifically to the safeguarding of classified defense information. We stand the chance of becoming identified

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ASIS Code of Ethics

Preamble

I. A member shall perform professional duties in accordance with the law and the highest moral principles.

Ethical Considerations

1. A member shall abide by the law of the land in which the sevices are rendered and perfom all duties in an honorable manner.

2. A member shall not knowingly become associated in responsibility for work with colleagues who do not conform to the law and these ethical standards.

3. A member shall be just and respect the rights of others in performing professional responsibilities.

II. A member shall observe the precepts of truthfulness, honesty, and integrity.

Ethical Considerations

1. A member shall disclose all relevant information to those having a right to know.

2. A right to know is a legally enforceable claim or demand by a person for disclosure of information by a member. Such a right does not depend upon prior knowledge by the person of the existence of the information to be disclosed.

3. A member shall not knowingly release misleading information nor encourage or otherwise participate in the release of such information.

III. A member shall be faithful and diligent in discharging professional responsibilities.

Ethical Considerations

1. A member is faithful when fair and steadfast in adherence to promises and commitments.

2. A member is diligent when employing best efforts in an assignment.

3. A member shall not act in matters involving conflicts of interest without appropriate disclosure and approval.

4. A member shall represent services or products fairly and truthfully.

IV. A member shall be competent in discharging professional responsibilities.

Ethical Considerations

1. A member is competent who possesses and applies the skills and knowledge required for the task.

2. A member shall not accept a task beyond the member's competence nor shall competence be claimed when not possessed.

V. A member shall safeguard confidential information and exercise due care to prevent its improper disclosure.

Ethical Considerations

1. Confidential information is nonpublic information the disclosure of which is restricted.

2. Due care requires that the professional must not knowingly reveal confidential information or use a confidence to the disadvantage of the principal or to the advantage of the member or a third person unless the principal consents after full disclosure of all the facts. This confidentiality continues after the business relationship between the member and his principal has terminated.

3. A member who receives information and has not agreed to be bound by confidentiality is not bound from disclosing it. A member is not bound by confidential disclosures made of acts or omissions which constitute a violation of the law.

4. Confidential disclosures made by a principal to a member are not recognized by law as privileged in a legal proceeding. The member may be required to testify in a legal proceeding as to information received in confidence from his principal over the objection of his principal's counsel.

5. A member shall not disclose confidential information for personal gain without appropriate authorizations.

VI. A member shall not maliciously injure the professional reputation or practice of colleagues, clients, or employers.

Ethical Considerations

1. A member shall not comment falsely and with malice concerning a colleague's competence, performance, or professionl capabilities.

2. A member who knows, or has reasonable grounds to believe, that another member has failed to conform to the Society's Code of Ethics shall present such information to the Ethical Standards Committee in accordance with Article XIV of the ASIS Bylaws.

too closely as a group dedicated solely to the needs of the government defense contractor rather than to the needs and requirements of security in industry as a whole."

Hansen recognized that increasing the size of the Society's membership was of paramount importance if ASIS was ever to represent its profession effectively. By the end of 1956, the membership had grown to more than 400, and chapters had been chartered in Louisville, New York City, Hartford, and San Francisco. Five more chapters, in Detroit, Chicago, Dallas, Atlanta, and Boston, were being organized.

That same year, a headquarters office was established in Suite 317 of the Investment Building in Washington, DC, and the Society's first full-time employee, Virginia Egleston, was brought on board. In a column she wrote for the publication marking the Society's decennial history, Egelston remarked that "those who visited the office may have wondered where the term suite came from since it consisted of one tiny room." Nonetheless, these additions gave the new Society financial commitments, which made the need for additional members even more urgent.

Changing with the Times

Dues charged to various categories of members as well as the distinctions of the categories themselves have been the subject of much discussion and modification over the years. Originally, three categories of membership were established: active, associate, and government. ASIS founders set a lower dues structure for government employees since they had to pay their dues themselves.

In 1957, the dues for associate members were reduced from $15 to $10 since persons who qualified for this membership category held lower-level positions than active members. That same year, after much debate, an affiliate membership category was established for security suppliers.

Membership criteria were reconsidered in 1961 and 1962. As a result, government members were reclassified as associate members. A 1964 bylaws revision changed active members into senior members. Junior member status was reserved for "college students majoring in industrial security and related fields of university study."

The 1964 bylaws change also cre-ated a volunteer Qualifications Board "to assist when necessary in screening applicants for membership or affiliation, by investigating certain aspects of certain applicants' backgrounds, including those that were obscure or insufficiently developed in the application form itself." As envisioned, the board's help would be particularly sought when no chapter could review a potential member's application.

The Society's bylaws were amended again in 1969 to broaden the ability of affiliate members to participate in chapter, committee, and regional offices. Amendments concerning grievance procedures and reinstatement of membership were also incorporated.

The associate member category was eliminated in 1973 when all associate members were reclassified as active members. The affiliate and student categories were also revised at that time, and affiliate members' dues were made the same as those paid by active members.

Under the 1973 revisions, eligibility to run for the ASIS Board of Directors was the only remaining

ASIS Executive Vice President E. J. Criscuoli, Jr., CPP, (l) congratulates 1990 President Lawrence Howe, CPP, and his wife, Arlene.

difference between active and affiliate members. Through the years, the ASIS board has been aware of its political nature and has scrupulously avoided any criticism that votes may have been cast or favors granted in exchange for security products or services.

Further bylaws revision in 1975 modified the name of the Society to reflect the increasingly international character of the membership. While the board rejected changing the well-recognized name of the Society, it approved adding the word "International" to the ASIS logo and replaced the factory building in the logo with a globe.

A two-year study by an ad hoc committee of the board formed in

1988 determined that conflicting interpretations of the membership criteria were used to admit members to the Society. The committee concluded that addressing the diverse interests of persons tangentially related to security, such as lawyers, personnel recruiters, engineers, technicians, and locksmiths, was not why ASIS was founded or why it should continue. The full board agreed that membership in ASIS should be granted only to people in the security profession who are exercising responsible charge, meaning those with managerial responsibility.

New Faces, New Ideas

Each year nearly 700 ASIS members are elected or appointed to volunteer leadership positions. Of this number, 50 percent to 75 percent are new to their positions. Unlike most corporations, ASIS is a multimillion-dollar business that changes the majority of its key leaders each year.

An advantage of this regular turnover is that ASIS is infused with new ideas regularly. But the key to continued success of the organization lies in meshing the many talents, widespread interests, and diverse inclinations effectively.

Toward that end, extensive training is conducted each year to familiarize volunteer leaders with how the Society is structured, how it operates, and how to work productively in their positions. Newly elected directors attend a briefing at headquarters in August before their terms begin. Each January ASIS directors, Foundation directors, RVPs, and standing committee and council chairmen participate in training sessions, during which policy guides and handbooks are provided for handy reference. A monthly President's Report and various newsletters keep the Society's volunteer leaders up to date.

Despite the increased responsibilities of assuming leadership positions in ASIS, no volunteer is compensated for holding office. In the last few years the Society has allocated some funds to cover certain travel expenses of the president when he or she takes trips on behalf of the Society. But all volunteer leaders, including ASIS

board members, pay their own way to leadership meetings and the seminar and exhibits. In addition, all volunteer leaders pay member registration fees for the annual seminar and exhibits or any other educational program.

The Society's success, like that of any association, has resulted from the efforts and accomplishments of many people. Naturally, members focus on memorable achievements and recent accomplishments, but all members owe a large debt to a multitude of individuals who have labored to make ASIS what it is today.

"In the past 10 years of the Society's history, a lot of ideas have taken shape and have proven to be successful—most recently the chapter newsletter kit, free attendance at the seminar and exhibits for a chapter member, the *Security Industry Buyers Guide*, and ASISNET," pointed out Brian Hollstein, CPP, ASIS's 35th president, in his acceptance speech. "All evolved from simple ideas. This innovative work is what keeps ASIS alive, healthy, and moving forward." ■

At the 1965 seminar, the Society's first presidents pause for a picture: (l to r) James Davis (1965-66), Timothy Walsh (1964-65), Lawrence Taylor (1963-64), John Ahern (1962-63), George Higgins, Jr. (1961-62), John Buckley (1960-61), Eric Barr, Jr. (1959-60), Richard Healy (1958-59), Russell White (1956-57), and Paul Hansen (1955-56). Albert Deere (1957-58) is not pictured.

View from the Top

For many members, ASIS means the circle of colleagues and friends in local chapters. The ASIS Board of Directors may be unfamiliar and seem remote. Who serves on ASIS's board, and how do they get there? And once they're there, what do they do?

The ASIS Board of Directors is the policy-setting arm of the Society. It is responsible for the fiscal soundness of the Society as well as its long-range direction. During meetings of the full board in January, June, and September, its members receive updates on projects in the works, review the Society's financial picture, and consider proposals. While the January board meeting is always held in Washington, DC, other meetings are held in different locales to give members around the country access to their board members.

The board consists of 21 members elected by the membership at large to serve a three-year term. A slate of candidates equal to twice the number of board vacancies for the next term is proposed by a nominating committee chaired by the current president. The slate is compiled from petitions received from members wishing to run for election as well as from current board members who want to run for reelection. The Society's bylaws restrict participation to two consecutive terms.

To be eligible to run for the board, candidates must have at least five years of managerial or supervisory experience in security. They must have actively participated in the So-ciety within the previous five years by serving in at least one of the following leadership positions: chapter officer, regional vice president (RVP), standing committee or council chairman or member, or member of the ASIS Board of Directors, the Professional Certification Board, or the ASIS Foundation Board. Individuals must not be employed by or in the service of a security supplier, vendor, or consulting firm.

All ASIS members in good standing receive brief statements of each candidate's qualifications and a ballot to use to vote for the candidates they think are best qualified to lead the Society. New directors take office when the board meets during January. All other volunteer leaders, who are appointed by the current president, take on their annual responsiblities at the same time.

The ASIS Executive Committee is comprised of the officers of the Society who are elected by the board from its members. The executive committee addresses the business needs of the Society when the full board is not in session. It consists of the president, chairman of the board, senior vice president, two vice presidents, vice president—international, and secretary/treasurer. The same committee that determines the slate of candidates for the full board proposes a list of prospective officers for the following year. This slate is confirmed or modified by the ASIS Board of Directors during its September meeting.

To ensure continuity in board policy and provide training for the senior positions on the board, the current senior vice president becomes the next year's president, and the current president moves on to become chairman of the board. This succession plan has been in effect since 1967.

The vice presidents have specific organizational responsiblities. The senior vice president works closely with the 26 RVPs on domestic chapter matters. The vice president—international focuses on chapter activity outside the United States. The other two vice presidents focus on the activities of the 29 standing committees and councils.

The executive committee meets before each board meeting and again in April and November. The ASIS staff executive vice president attends meetings of the executive committee and the full board to ensure that programs implemented by headquarters are meeting the objectives of the Society.

To accomplish the responsibilities given the board in the Society's bylaws, the following six board committees focus on specific aspects of managing the Society's business:

■ The Bylaws and Resolutions Committee keeps the structure of the Society in step with the needs of the profession.

■ The Planning Committee addresses the goals, objectives, and functions of the Society and ensures a long-range plan guides the Society's affairs.

■ The International Affairs Committee attends to issues rele-

vant to the Society's growing international membership.

• The Budget and Finance Committee, under the board's secretary/treasurer, sees that the financial structure of the Society remains sound.

• The Compensation Committee ensures that the headquarters staff is reviewed and rewarded appropriately for their contributions to the Society.

• The Awards Committee coordinates the annual awards process.

Board members are appointed by the president to each committee.

Other ad hoc board committees are formed periodically by the president to address specific topics.

No board members are compensated for service on the board. They pay member prices to register for ASIS educational offerings, including the annual seminar and exhibits. They also pay the same dues as all other ASIS members.

In large part, board members rely on the support of their companies, which in many cases pay the expenses required of participants because they usually must travel to attend meetings. These companies

also permit board members to take time away from their full-time job to attend to Society business.

Says 35th ASIS President Larry Howe, CPP, "For me [participating on the board] has been one of the highlights of my professional career. To have the opportunity to work closely with and learn from such a highly talented and motivated group of security professionals has been richly rewarding. Additionally, being on the board provides an opportunity to meet a larger number of the outstanding people who make up the Society." ∎

ASIS BOARD OF DIRECTORS
BY YEAR

1955-56
Paul Hansen, President
Gerald P. Kavanaugh, 1st VP
A. Ross Miller, 2nd VP
Russell E. White, Sec
George A. Callahan, Treas
Clarence W. Bracy
Edward E. Conroy
William H. Corrigan
Albert T. Deere
Glenn V. Dierst
Karsten C. Flory
Richard H. Lowe
Phillip C. Wolz

1956-57
Russell E. White, President
George H. Simpson, 1st VP
William M. Todd, 2nd VP
Eric L. Barr, Jr., Sec
Lawrence P. Buchman, Treas
Clarence W. Bracy
William H. Corrigan
Albert T. Deere
Glenn V. Dierst
Paul Hansen
Frank V. Martinek
W.H. McLaughlin

1957-58
Albert T. Deere, President
William Y. Humphreys, 1st VP
John L. Buckley, 2nd VP
Eric L. Barr, Jr., Sec
Lawrence P. Buchman, Treas
William H. Corrigan

Paul Hansen
Richard H. Lowe
W.H. McLaughlin
A. Ross Miller
George H. Simpson
William M. Todd
Russell E. White

1958-59
Richard J. Healy, President
John L. Buckley, 1st VP
Eric L. Barr, Jr., 2nd VP
Richard E. Smith, Sec
Lawrence P. Buchman, Treas
Albert T. Deere
John W. Fisher
Paul Hansen
William Y. Humphreys
W.H. McLaughlin
A. Ross Miller
George H. Simpson
William M. Todd
Russell E. White
Kenneth E. Yandell

1959-60
Eric L. Barr, Jr., President
John L. Buckley, 1st VP
Lawrence P. Buchman, 2nd VP
Harold D. Knapp, Sec
George D. Higgins, Jr., Treas
John J. Ahern
Albert T. Deere
Joseph F. Doherty
Ernest E. Felago
John M. Fisher

Paul Hansen
Richard J. Healy
William Y. Humphreys
James C. Lynch
Lee F. Malone
A. Ross Miller
George H. Simpson
Richard E. Smith
William M. Todd
Russell E. White
Kenneth E. Yandell

1960-61
John L. Buckley, President
Ernest E. Felago, 1st VP
John J. Ahern, 2nd VP
George D. Higgins, Jr., Sec
Joseph F. Doherty, Treas
Eric L. Barr, Jr.
Lawrence P. Buchman
John L. Buckley
Albert T. Deere
John M. Fisher
Paul Hansen
Richard J. Healy
Harold D. Knapp
Lee F. Malone
A. Ross Miller
Thomas J. O'Neill
George H. Simpson
Richard E. Smith
William M. Todd
Timothy J. Walsh
Russell E. White
Kenneth E. Yandell

1961-62

George D. Higgins, Jr., President
Harold D. Knapp, 1st VP
Joseph F. Doherty, 2nd VP
Timothy J. Walsh, Sec
James A. Davis, Treas
John J. Ahern
Eric L. Barr, Jr.
Lawrence P. Buchman
Hulon D. Cockrell
Ernest E. Felago
John M. Fisher
Donald C. Gearhart
Paul Hansen
Charles J. Knight
Lee F. Malone
A. Ross Miller
Thomas J. O'Neill
Victor J. Scoduis
Lawrence M. Taylor
Russell E. White
Kenneth E. Yandell

1962-63

John J. Ahern, President
Timothy J. Walsh, 1st VP
James A. Davis, 2nd VP
Lawrence M. Taylor, Sec
Hulon D. Cockrell, Treas
Eric L. Barr, Jr.
Lawrence P. Buchman
Glenn V. Dierst
Joseph F. Doherty
Ernest E. Felago
Paul Hansen
George D. Higgins, Jr.
Bert D. Inman
Harold D. Knapp
Charles J. Knight
Lee F. Malone
A. Ross Miller
Thomas J. O'Neill
Victor J. Scodius
Russell E. White
Warren J. Wilcox

1963-64

Lawrence M. Taylor, President
Timothy J. Walsh, 1st VP
James A. Davis, 2nd VP
George D. Thompson, Sec
Victor J. Scodius, Treas
Eric L. Barr, Jr.
Lawrence P. Buchman
Raymond DeWolfe
Glenn V. Dierst
Joseph F. Doherty
Frank L. Dougherty

George B. Estes
Ernest E. Felago
Paul Hansen
George D. Higgins, Jr.
Bert D. Inman
Harold D. Knapp
Charles J. Knight
Lee F. Malone
Victor J. Scodius
George D. Thompson
Albert J. Tuohy
Warren J. Willcox

1964-65

Timothy J. Walsh, President
James A. Davis, 1st VP
George D. Thompson, 2nd VP
Frank L. Dougherty, Sec
Harold D. Knapp, Tres
Eric L. Barr
Alfred B. Berry
Lawrence P. Buchman
Raymond DeWolfe
Glenn V. Dierst
Joseph F. Doherty
George B. Estes
Ernest E. Felago
Robert J. Goddard
Paul Hansen
George D. Higgins, Jr.
Dan H. Keller
Charles J. Knight
Lee F. Malone
Albert J. Tuohy
Warren J. Willcox

1965-66

James A. Davis, President
George D. Thomson, 1st VP
Robert J. Goddard, 2nd VP
Alfred B. Berry, Sec
Harold D. Knapp, Treas
Eric L. Barr, Jr.
Lawrence P. Buchman
Ernest J. Criscuoli, Jr.
Robert L. Dennis
Joseph F. Doherty
Frank L. Dougherty
George B. Estes
Ernest E. Felago
Paul Hansen
Dan H. Keller
Charles J. Knight
Lee F. Malone
Floyd E. Purvis
Sidney S. Rubenstein
Albert J. Tuohy
Timothy J. Walsh

1966-67

George D. Thompson, President
Robert J. Goddard, 1st VP
Floyd E. Purvis, 2nd VP
Robert L. Dennis, Sec
Ernest J. Criscuoli, Treas
Alfred B. Berry
Lawrence P. Buchman
Charles L. Buckley, Jr.
James A. Davis
Joseph F. Doherty
James C. Ellsworth
Ernest E. Felago
Dan H. Keller
Eugene B. Kelly
Charles J. Knight
Roland L. Loomis
Lee F. Malone
Norman H. McCabe
Sidney S. Rubenstein
Philip L. Schiedermayer
Albert J. Tuohy

1967-68

Floyd E. Purvis, President
Alfred B. Berry, 1st VP
Robert L. Dennis, 2nd VP
Thomas P. Handley, Sec
Alexander C. Laubach, Treas
Charles L. Buckley, Jr.
Lawrence P. Buchman
Ernest J. Criscuoli, Jr.
Joseph F. Doherty
James C. Ellsworth
I.B. Hale
William Y. Humphreys
Eugene B. Kelly
Roland L. Loomis
Lee F. Malone
Norman H. McCabe
Sidney S. Rubenstein
Philip L. Schiedermayer
George D. Thomas
Albert J. Tuohy
Warren J. Willcox

1968-69

Alfred B. Berry, President
I.B. Hale, 1st VP
Alexander C. Laubach, 2nd VP
Norman H. McCabe, Sec
Ernest J. Criscuoli, Jr., Treas
Charles L. Buckley, Jr
Hulon D. Cockrell
Albert S. Davis
Robert L. Dennis
James C. Ellsworth

Thomas P. Handley
William Y. Humphreys
Eugene B. Kelly
Roland L. Loomis
James C. Lynch
Howard L. Mai
Floyd E. Purvis
Sidney S. Rubenstein
Philip L. Schiedermayer
George D. Thompson
Albert J. Tuohy
Warren J. Willcox

1969-70
I.B. Hale, President
Norman H. McCabe, 1st VP
Eugene B. Kelly, 2nd VP
Howard L. Mai, Sec
Richard F. Cross, Treas
Alfred B. Berry
Charles L. Buckley, Jr.
Hulon D. Cockrell
Ernest J. Criscuoli, Jr.
Albert S. Davis
Robert L. Dennis
James C. Ellsworth
William Y. Humphreys
Alexander C. Laubach
James C. Lynch
William I. Miller
Marshall Mowrey
Sidney S. Rubenstein
Philip L. Schiedermayer
Richard M. Welby
Warren J. Willcox

1970-71
Norman H. McCabe, President
Eugene B. Kelly, 1st VP
Howard L. Mai, 2nd VP
Richard F. Cross, Sec
Hulon D. Cockrell, Treas
Ernest J. Criscuoli, Jr.
Patrick H. Crowe
John W. Dale
Albert S. Davis
Robert L. Dennis
James C. Ellsworth
I.B. Hale
Alexander C. Laubach
James C. Lynch
William L. Miller
Marshall Mowrey
James C. Neel
Sidney S. Rubenstein
Philip L. Schiedermayer
Eiven Sunde

Richard M. Welby

1971-72
Eugene B. Kelly, President
Howard L. Mai, 1st VP
Richard F. Cross, 2nd VP
Albert S. Davis, Sec
James C. Lynch, Treas
Ronald H. Beatty
Charles L. Buckley, Jr.
Dennis A. Chessir
Hulon D. Cockrell
Patrick H. Crowe
John W. Dale
Joseph F. Doherty
Alexander C. Laubach
Norman H. McCabe
William L. Miller
Marshall Mowrey
James C. Neel
Philip L. Schiedermayer
Bascom M. Shanks
Eiven Sunde
Richard M. Welby

1972-73
Howard L. Mai, President
Richard F. Cross, 1st VP
Albert S. Davis, 2nd VP
Ronald H. Beatty, Sec
Charles J. Bernhardt, Treas
William R. Cathey
Dennis A. Chesshir
Hulon D. Cockrell
Ernest J. Criscuoli, Jr.
Patrick H. Crowe
John W. Dale
Eugene B. Kelly
Alexander C. Laubach
James C. Lynch
William L. Miller
Marshall Mowrey
James C. Neel
Bascom M. Shanks
Eiven Sunde
Gerald S. Swartout
Richard M. Welby

1973-74
Richard F. Cross, President
Ernest J. Criscuoli, Jr., 1st VP
Dennis A. Chesshir, 2nd VP
Patrick Crowe, Sec
William R. Cathey, Treas
Ronald H. Beatty
Paul L. Bentley
Charles J. Bernhardt

Hulon D. Cockrell
Richard L. Coulter
Albert S. Davis
Robert L. Dennis
Wayne L. Hall
James C. Lynch
Howard L. Mai
William L. Miller
Marshall Mowrey
Timothy J. O'Connor
Bascom M. Shanks
Gerald S. Swartout
Richard M. Welby

1974-75
Ernest J. Criscuoli, Jr., President
Dennis A. Chesshir, 1st VP
Patrick H. Crowe, 2nd VP
William R. Cathey, Sec
Richard M. Welby, Treas
Richard F. Cross, Chr of Bd
Ronald H. Beatty
Paul L. Bentley
Charles J. Bernhardt
Robert L. Dennis
Edward G. Goulart
Wayne L. Hall
Woody A. Kelley
William L. Miller
Charles K. Moody
Marshall Mowrey
Timothy J. O'Connor
Morton D. Sims
Gerald S. Swartout
Don W. Walker
John G. Wilkinson

1975-76
Dennis A. Chesshir, President
Wayne L. Hall, 1st VP
William R. Cathey, 2nd VP
Don W. Walker, Sec
Edward G. Goulart, Treas
Ernest J. Criscuoli, Jr., Chr of Bd
Ronald H. Beatty
Paul L. Bentley
Carl L. Carter
Patrick H. Crowe
Robert L. Dennis
Woody A. Kelley
Frederick J. McCullough, Jr.
William L. Miller
Charles K. Moody
Loren E. Newland
Timothy J. O'Connor
John B. Simons
Morton D. Sims

John G. Wilkinson
Raymond E. Williams
Richard A. Wright

1976-77
Wayne L. Hall, President
Don W. Walker, 1st VP
Edward G. Goulart, 2nd VP
Richard M. Welby, 3rd VP
John. B. Simons, Sec
Carl L. Carter, Treas
Dennis A. Chesshir, Chr of Bd
Ronald H. Beatty
William R. Cathey
John V. Clark
Woody A. Kelley
Raymond J. Kemp
John P. Manning
Frederick J. McCullough, Jr.
Charles K. Moody
Loren L. Newland
Gerald S. Swartout
John J. Thompson
Louis A. Tyska
John G. Wilkinson
Raymond E. Williams
Richard A. Wright

1978
Don W. Walker, President
Carl L. Carter, 1st VP
Richard M. Welby, 2nd VP
John B. Simons, 3rd VP
John P. Manning, Sec
Louis A. Tyska, Treas
Wayne L. Hall, Chr of Bd
William R. Cathey
John V. Clark
Albert S. Davis
Salvatore Gallo
Edward G. Goulart
Raymond J. Kemp
Arthur A. Kingsbury
Frederick J. McCullough, Jr.
Marilyn McNichol
Loren E. Newland
Gerald S. Swartout
John J. Thompson
John G. Wilkinson
Raymond E. Williams
Richard A. Wright

1979
Carl L. Carter, CPP, President
Albert S. Davis, CPP, 1st VP
Louis A. Tyska, CPP, 2nd VP
John P. Manning, CPP, 3rd VP

Salvatore Gallo, CPP, Sec
Arthur A. Kingsbury, CPP, Treas
Don W. Walker, CPP, Chr of Bd
John V. Clark, CPP
Clifford E. Evans, CPP
Edward G. Goulart, CPP
Raymond J. Kemp, CPP
Patricia C. Manion, CPP
Marilyn McNichol, CPP
Loren E. Newland, CPP
Dennis A. Noggle, CPP
Gerald S. Rees, CPP
John J. Thompson, CPP
Ralph O. True, CPP
Richard M. Welby, CPP
John G. Wilkinson, Jr., CPP
Raymond E. Williams, CPP

1980
Albert S. Davis, CPP, President
Louis A. Tyska, CPP, 1st VP
Salvatore Gallo, CPP, 2nd VP
Arthur A. Kingsbury, CPP,
  3rd VP
Gerald S. Rees, CPP, Sec
John G. Wilkinson, Jr., CPP,
  Treas
Carl L. Carter, CPP, Chr of Bd
John V. Clark, CPP
Robert H. Cobbs, CPP
Clifford E. Evans, CPP
Edward G. Goulart, CPP
Gordon W. Kettler, CPP
Patricia C. Manion, CPP
Marilyn McNichol, CPP
Loren E. Newland, CPP
Dennis A. Noggle, CPP
Alexander Smart, CPP
John J. Thompson, CPP
Ralph O. True, CPP
Don W. Walker, CPP
Raymond E. Williams, CPP

1981
Louis A. Tyska, CPP, President
Salvatore Gallo, CPP, 1st VP
Arthur A. Kingsbury, CPP,
  2nd VP
Richard A. Wright, CPP, 3rd VP
Gordon W. Kettler, CPP, Sec
Loren E. Newland, CPP, Treas
Albert S. Davis, CPP, Chr of Bd
Ronald L. Beatty, CPP
Carl L. Carter, CPP
Donald T. Clark, CPP
John V. Clark, CPP
Robert H. Cobbs, CPP

Clifford E. Evans, CPP
Patricia C. Manion, CPP
Dennis A. Noggle, CPP
Gerald S. Rees, CPP
Darlene T. Sherwood, CPP
Alexander Smart, CPP
Robert L. Stromberg, CPP
John J. Thompson, CPP
Ralph O. True, CPP
Raymond E. Williams, CPP

1982
Salvatore Gallo, CPP, President
Gordon W. Kettler, CPP, 1st VP
Clifford E. Evans, CPP, 2nd VP
Ronald H. Beatty, CPP, 3rd VP
Robert L. Stromberg, CPP, Sec
Ralph O. True, CPP, Treas
Louis A. Tyska, CPP, Chr of Bd
Donald T. Clark, CPP
John V. Clark, CPP
Robert H. Cobbs, CPP
Arthur A. Kingsbury, CPP
Shirley J. Krieger, CPP
Milton E. Moritz, CPP
Dennis A. Noggle, CPP
James I. Royer, CPP
George Ryan, CPP
Darlene T. Sherwood, CPP
Alexander Smart, CPP
Delmar D. Spier
John J. Thompson, CPP
Richard A. Wright, CPP

1983
Gordon W. Kettler, CPP,
  President
Ronald H. Beatty, CPP, Sr VP
Darlene T. Sherwood, CPP, VP
Donald T. Clark, CPP, VP
Alexander Smart, CPP, VP Intl
Milton E. Moritz, CPP, Sec/Treas
Salvatore Gallo, CPP, Chr of Bd
Edward J. Anderson, CPP
James N. Atkinson, CPP
J. Kirk Barefoot, CPP
Clifford E. Evans, CPP
James D. Jessee, CPP
Arthur A. Kingsbury, CPP
Shirley J. Krieger, CPP
Dennis A. Noggle, CPP
James I. Royer, CPP
George Ryan, CPP
Delmar D. Spier
Robert L. Stromberg, CPP
Ralph O. True, CPP
Richard A. Wright, CPP

Membership Provides Professional Resources

I n addition to the benefits ASIS members receive from the ongoing endeavors of the Society's chapters and standing committees and councils, the ASIS Board of Directors has continuously sought ways to add value to membership. Perhaps the most visible benefits are the Society's publications and its educational programs.

Independent surveys of ASIS members consistently rate *Security* *Management* and *Dynamics* among the top reasons why security professionals join ASIS. Throughout its 35-year history. ASIS leaders have considered the Society's magazine an important avenue for member communication. Like its predecessor, *Industrial Security*, *Security Management* encourages members to share ideas, views, technology, and applications with other security professionals.

While *Security Management* is available to nonmembers by subscription, members receive it at no additional charge. A portion of each member's $75 dues is used to partially defray the cost of printing and mailing the magazine.

The bimonthly newsletter, *Dynamics*, recaps Society events at the local, regional, and international levels. Through its articles and columns, members can learn what their

(l to r) Honorary Member General Benjamin Davis is congratulated by 1977 President Wayne Hall, US Senator Chester Smith, and US Inspector General, Agriculture Department (and fellow ASIS member) John Graziano.

Society is doing for them through its programs. *Dynamics*, including the May/June directory issue, is sent to members only. Once again, a portion of each member's dues goes toward the newsletter budget.

Membership in ASIS also qualifies persons to receive a complimentary copy of the annual *Security Industry Buyers Guide*. Recognized as an indispensible resource for security professionals, the guide is published by Bell Atlantic in cooperation with ASIS. Now in its fourth edition, the comprehensive guide lists suppliers of security goods and services geographically, with comparative data in many categories.

In 1983, as an added benefit to international members, an agreement was negotiated with Consultora Europeos de Servicios, SA, in Madrid, Spain, to publish *Selecciones de Security Management*. This professional publication, which averages more than 100 pages per issue, includes reprints of selected articles and columns from the Society's magazine translated into Spanish. *Selecciones* is available to members in Spanish-speaking countries through its publisher.

A Need to Know

Whether members are new to the security field or experienced practitioners, they can satisfy their need to know through ASIS courses, workshops, and seminars. Members receive reduced rates for all ASIS educational offerings. In fact, members can recoup their entire dues payment by attending just one educational program each year at member rates.

A series of three Assets Protection Courses builds a framework of professional knowledge from concepts to applications to functional management. A fourth course, Executive Update, will be added in the near future. These week-long courses are an excellent way to exchange views with colleagues and learn practical solutions and management theory from experts.

1978 President Don Walker (l) chats with newly appointed honorary member The Honorable William Webster.

Making the Assets Protection Courses available outside the United States when possible is another step ASIS has taken to expand benefits to members overseas. APC I has been conducted twice in London and once each in Brussels, Caracas, and Madrid. Additional offerings are in the planning stages.

For those members hoping to become Certified Protection Professionals, ASIS offers a review course that emphasizes independent study. Through course materials and sample test questions, participants can gear up for taking the exam leading to the certification credential. However, no ASIS instructors have access to the actual test. Like other CPP review courses available through chapters or private sources, the ASIS Review Course is based on study materials available to anyone through the Professional Certification Board.

ASIS workshops generally are sponsored by one of the Society's standing committees. Workshops are usually two to three days long and delve into specifics of a particular security specialty. In 1989, for example, 18 workshops were offered, covering such topics as telephone security, physical security technology, and disaster management. The peer-to-peer exchanges possible through ASIS workshops are a valuable way for members to capitalize on professional strengths and brush up on the latest techniques and practices.

The Annual ASIS Seminar and Exhibits is perhaps the Society's most highly regarded educational benefit. The comprehensive security information provided through nearly 80 sessions, more than 800 exhibit booths, luncheon speakers, and ASIS meetings cannot be duplicated in any other format. Members can learn about, look at, and experiment with the latest in security products, services, practices, and technologies during the four days of intensive programming. Ample time is set aside to network with peers and meet new colleagues.

Once again, the cost saving to members exceeds annual dues. When possible, the Society negotiates discounted air fares and hotel rates for those attending its educational programs.

Taking ASIS Orders

Among the first tangible benefits provided to ASIS members were membership cards and certificates, which were issued initially in 1956.

Then, proud of its initial progress, the 1958 ASIS leaders offered members another outward sign of membership: ASIS lapel pins in 10-carat gold could be purchased for $3.90.

Today, a wide selection of items to display pride in belonging to the world's best-known security association can be found in the current ASIS catalog. Lapel pins, in either 14-carat gold or antique silver, continue to be the most popular items. Members frequently order engraved membership plaques and *Security Management* binders as well.

Catalog choices have expanded significantly in recent years to include desk accessories such as paperweights, calendars, memo cubes, and memo pad and pen holders. Items to aid the busy executive, such as pens, portfolios, and calculators, have been added. Novelty items are popular as well and include coffee mugs, gym bags, and umbrellas. Chapters often order ASIS sports caps in quantity as summer souvenirs or contest prizes. Several specialty items are available especially for CPPs.

Beyond these outward signs of ASIS membership, the ASIS catalog includes numerous publications of significance to all security professionals. For example, the ASIS reprint series—collections of articles from *Security Management* on different security specialties—cover topics such as terrorism, security technology, and investigations. *Readings from Security Management* is a five-volume series of books published by Butterworth Publishers. The books are compilations of articles from *Security Management*, which Butterworths makes available to ASIS members at a significantly reduced price.

The four-volume *Protection of Assets Manual*, published by the Merritt Company, can be purchased through the ASIS catalog as can *Compensation in the Security/Loss Prevention Field*. This report gives the results of a survey on salary ranges in the security field conducted every

two years by Abbott, Langer & Associates. Both prestigious publications are available to ASIS members through the publishers at reasonable rates.

Finally, all books and videotapes produced by ASIS committees and councils are available through the catalog. Recent additions include *Basic Guidelines to Security Investigations*, *Suggested Guidelines in Museum Security*, and *Security for Ports and Harbors*, which were prepared by the standing committees on investigations and museums, libraries, and archives, and the ports and harbors subcommittee of the Standing Committee on Transportation. The 11-part *Safeguarding Proprietary Information* audiovisual program, compiled by the standing committee of the same name, details the complex issues common to this security concern. *Operation Cooperation*, produced by the ASIS Law Enforcement Liaison Council, promotes continued cooperation between public law enforcement and private security.

Information Resources

The statement of purpose in the

Society's certificate of incorporation specified that ASIS should become a collection point for security-related information. As early as 1958 an effort was made to establish the nucleus of a reference library at ASIS headquarters, starting with a collection of security manuals. Other priorities—primarily survival of the fledgling association—forced that goal to a back burner, where it languished.

Setting up a reference center again moved to the forefront in 1966 when the ASIS Foundation was established. One of the six objectives set at the Foundation's first board meeting was "to purchase all relevant book titles in English and foreign languages to catalog, abstract, and store at headquarters. . . ." But progress remained contingent on obtaining the resources to pay for the project, and funds were a long time in coming.

On the way to the long-term goal, in 1969 the ASIS Foundation optimistically authorized $20,000 to launch an ASIS library, but funds still had to be collected. Meanwhile, books, reports, and other materials accumulated at ASIS headquarters

1988 President Jim Atkinson, CPP, (l) greets new members seated with ASIS board member Don Murphy, CPP (far right).

through research projects, educational programs, and member donations. Unfortunately, these resources were inaccessible to other members.

Finally, in 1979, enough money became available in the Foundation's treasury to pay a part-time librarian to begin cataloging the accumulated resources. In 1984, the ASIS Board of Directors allocated funds to hire a full-time professional librarian, who took on the massive task of transforming the amorphous accumulation into a useful membership resource.

This long-awaited step in the Society's development was followed closely by the death of O. P. Norton, who had served the Society in both volunteer and staff positions for 20 years. A professional resource center had been a personal dream of Norton's, and the ASIS Board of Directors appropriately dedicated the new center in his memory.

The O. P. Norton Information Resources Center (IRC) has rapidly taken shape and gained recognition. Soon after the announcement of its opening, the IRC began fielding calls from practitioners, reporters, writers, and others with questions about security and the security market. Before long, the volume of requests swamped the IRC, and the ASIS board decided to limit use of the center to ASIS members.

Apart from answering information requests, a procedure for lending materials to members without charge, other than the cost of return shipping, was established in the first year of operation. In late 1984, a regular column, "Information Central Station," was started in *Dynamics* to let members know about library activities and new acquisitions. By the end of 1985, the IRC consisted of 1,115 books, a variety of periodicals, vertical files of article clippings, pamphlets, booklets, and miscellaneous audio tapes. Two national on-line data bases, *Nexis* and *Dialog*, had been added to the center's reference tools.

1986 President Mick Moritz presents US Secretary of State George Shultz with a certificate of honorary membership.

After receiving more than 1,200 requests for assistance in 1985, the IRC added a second professional librarian the next year to handle the growing number of reference questions. Information packets on topics frequently queried were assembled to allow the IRC to respond more quickly. The first such packet, on white-collar crime, was issued in 1986. Additional packets were prepared subsequently, including two on terrorism.

Since information about the security market was one of the leading topics of interest, the IRC compiled a *Guide to Security Industry Market Studies* in 1988. A 60-page second edition of the guide was issued in 1989. The guide covers studies of both US and non-US markets, with the later concentrating on Britain and western Europe.

In 1986, attention turned to automating the library's catalog. After completing a massive cataloging and data entry project, the library catalog was completely on-line by 1987. Now IRC staff could answer questions by searching the on-line catalog and sending members lists of relevant titles on any subject requested.

The lists can even be produced in varying formats, depending on how much information is needed. The search can be tailored by author, title, or publisher or a combination of these and other fields. Also, the IRC began issuing occa-

sional lists of new acquisitions to notify members of additions to its collection.

Libraries as new and as small as the IRC rarely automate their catalogs. But the next steps in the IRC's development are virtually unheard of among special libraries of any size. By the end of 1989, every facet of the library's operation—cataloging, acquisitions, reference, and serials processing—was completely automated and interactive. The custom-designed software allows IRC staff to make new acquisitions available to members quickly and to track requests and responses from the initial call to the sending of information.

The addition of 428 books in 1989 brought the center's total in-house collection to more than 2,500 volumes. In 1990, a formerly part-time library assistant position was made full-time, reflecting the growth in the library's activities. In six short years, the IRC has grown from a vision of ASIS's founders to an essential part of the information resources ASIS provides and a highly regarded ASIS member benefit.

ASISNET

ASIS moved into the vanguard of electronic information services in 1988 with the launching of ASISNET, a subscription electronic network designed by security professionals for security professionals. The idea for

Seminar Registration
American Society for Industrial Security
36th Annual Seminar & Exhibits • September 10-13, 1990 • San Francisco, California

Please type or print all information on both sides of this form. Only registrations received at Headquarters on or before **August 29** will be eligible for the reduced rate. All registrations received after **August 29** will be considered as on-site and will be billed at the on-site rate as noted on the reverse side of this card. **NO TELEPHONE REGISTRATIONS WILL BE ACCEPTED.**

NAME

TITLE

COMPANY

PREPAYMENT REQUIRED US DOLLARS CHECKS VISA/MASTERCARD

ADDRESS

CITY   STATE   ZIP

Telephone _____   ASIS Member Number* _____

Please indicate how name should appear on badge: Spouse name: ONLY if registering for spouse program

*In order to attend at member rates, you must be an ASIS member in good standing and have paid your 1990 dues by the TIME OF REGISTRATION.

AMOUNT ENCLOSED $

No registration may be regarded as confirmed until receipt of written confirmation from ASIS.

OD _____
ID _____
ID _____
TYPE _____
TYPE _____
DP _____
AP _____
PO _____
PC _____
CC _____
COMP _____
OK _____
AO _____
ON-SITE
AP _____
DP _____
CK _____

IMPORTANT INSTRUCTIONS

To Register for the Seminar...

Please complete both sides of the card above. If you are paying by check please make it payable to ASIS and mail it to ASIS Headquarters. If you are paying by credit card be sure to complete the appropriate section. • In order to be considered a member you must have paid your 1990 member dues before the time of registration. • In order to be eligible to receive advance reduced rates, your registration card must be received at ASIS Headquarters by August 29. All cards received after the 29th will be considered as on-site registrants and will be billed as such. • **CANCELLATION POLICY**—To receive a full refund, you must notify ASIS Headquarters in writing on or before August 27. Cancellations received after August 27 will be subject to a $50 cancellation fee. No refund will be made for any cancellation notice received on or after October 5. Unpaid registrants who have not notified ASIS Headquarters of cancellation by August 27 will be invoiced for the $50 cancellation fee. • Please bring your confirmation form with you to San Francisco to claim your registration material.

NOTE: The Seminar registration fee includes all meal functions and is fully tax-deductible in conformity with the "Qualified Meeting" rule, section 142(n)(3) of the Tax Reform Act of 1986.

ASIS, 1655 NORTH FORT MYER DRIVE, SUITE 1200, ARLINGTON, VA 22209 • 703-522-5800 • FAX 703-243-4954 • TELEX 901892 ASIS AGTN

Please review the list of hotels where special rates have been arranged for ASIS Seminar attendees. • Requests for reservations must be sent directly to the ASIS Housing Bureau. • You will receive an acknowledgement from the Housing Bureau and a confirmation directly from the hotel to which you have been assigned. • If accommodations are not available at the hotel of your choice, comparable reservations will be made for you at another hotel. • All requests for hotel reservations must be received by the Housing Bureau by August 9. After that date reservations will be accepted on a space availability basis. • **Telephone reservations will not be accepted.** • **Please note:** All sessions and exhibits will be held in the Moscone Center.

ASIS HOUSING BUREAU, PO Box 5612, San Francisco, CA 94101

To register for Hotels...

Hotel Reservation Request
American Society for Industrial Security
36th Annual Seminar & Exhibits—September 10-13, 1990

Please complete and mail to: **ASIS Housing Bureau, PO Box 5612, San Francisco, CA 94101.** Cut off date for hotel reservations is August 9
No telephone reservations will be accepted.

Please type or print all information:
Mail Confirmation to:

Name _____

Company _____

Address _____

City   State   Zip
Telephone (_____) _____

Accommodations Required: Please list preferred rates

Single Room (1 person/bed) _____

Double Room (2 people/1 bed) _____

Twin Room (2 people/2 beds) _____

Other _____

Names of Occupants (Please bracket those sharing)

	Arrival Date	Departure Date
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**To guarantee room for late arrival (after 6:00 pm) please hold reservation with credit card number:

Card Company _____

Card Number _____ Exp. Date _____

Name as appears on card _____

Hotel Preferences

First Choice _____   Third Choice _____

Second Choice _____   Fourth Choice _____

Requests for suites in the Hilton Hotel must be made in writing directly with ASIS Headquarters.

SEMINAR REGISTRATION RATES

Please complete all requested information and refer to the important instructions attached to this card

Four-Day Registration Package

Please check where appropriate. Please do not use with form to register after August 29.

	Advance—Received by 8/29	On-Site—Received After 8/29
_____ ASIS Member Discount Fee (Must have paid 1990 dues to qualify)	$365	$415
_____ Nonmember	$465	$515
_____ Spouse Program	$150	$175
_____ ASIS Student Member (Meal functions not included)	$ 60	$ 70

Member and nonmember fees include Seminar Sessions, Exhibits, luncheon on each day and the President's Reception on Monday evening.

Single-Day Registration Package

Please check days attending and elsewhere as appropriate

_____ Monday   _____ Tuesday   _____ Wednesday   _____ Thursday

	Advance—Received by 8/29	On-Site—Received after 8/29
_____ ASIS Member Discount Fee (Must have paid 1990 dues to qualify)	$165	$180
_____ Nonmember	$210	$225
_____ Spouse Program	$ 90	$100
_____ ASIS Student Member (Meal functions not included)	$ 35	$ 40

Member and nonmember fees include Seminar Sessions, Exhibits, luncheon and any other activity planned for that day.

Credit Card Payments: Visa _____ MasterCard _____ Card # | | | | | | | | | | | | | | | | |

Attendee Name(s) _____ Cardholder Name _____

Exp. Date _____ Auth. Amt. $ _____ Auth. Signature _____

Payments must be made in advance of attendance. Please make checks payable to ASIS and mail to 1655 North Fort Myer Drive, Suite 1200, Arlington, VA 22209—telephone 703-522-5800. Written confirmation will follow. Please refer to instructions below.

Please refer to the following hotels when making your selections:

S = Single Room; D = Double Room

Hotel	Rates	Hotel	Rates	Hotel	Rates
Headquarters **San Francisco Hilton on Hilton Square** One Hilton Square San Francisco, CA 94102-2189 415-771-1400	S—Standard —$125 Superior —$140 Deluxe —$150 D—Standard —$145 Superior —$160 Deluxe —$170 S—Concierge—$188 D—Concierge—$200	**Le Meridien San Francisco** 30 Third Street San Francisco, CA 94103 415-974-6400	S—Standard —$130 Superior —$150 Deluxe —$170 D—Standard —$150 Superior —$170 Deluxe —$190	**Sir Francis Drake** 450 Powell Street San Francisco, CA 94102 415-392-7775	S/D—$99
*The King George Hotel 334 Mason Street San Francisco, CA 94102-1783 415-781-5050	S—$75 D—$84	**Hotel Nikko San Francisco** 222 Mason Street San Francisco, CA 94102 415-394-1111	S—$145 D—$165	**Westin St. Francis San Francisco** Union Square, 335 Powell Street San Francisco, CA 94102 415-397-7000	S—Main Building Standard —$125 Medium —$152 Deluxe —$176 D—Standard —$152 Medium —$176 Deluxe —$190 S—Tower Building Medium —$176 Deluxe —$190 D—Medium —$190 Deluxe —$204
*San Francisco Marriott 777 Market Street San Francisco, CA 94103 415-896-1600	S—$162 D—$182 Triple—$205 Quad—$205	**Parc Fifty Five— A Park Lane Hotel** 55 Cyril Magnin San Francisco, CA 94102 415-392-8000	S—Standard —$119 Superior —$129 Business —$139 Concierge—$159 D—Standard —$139 Superior —$149 Business —$159 Concierge—$179		

Please note: All sessions and exhibits will be held in the Moscone Center.

Busing will be provided from all properties to and from the Moscone Center unless specified by *. The Marriott is within walking distance and busing for the King George will be provided from the Hilton.

- Please review the list of hotels where special rates have been arranged for ASIS Seminar attendees.
- Requests for reservations must be sent directly to the ASIS Housing Bureau.
- You will receive an acknowledgement from the Housing Bureau and a confirmation directly from the hotel to which you have been assigned.
- If accommodations are not available at the hotel of your choice, comparable reservations will be made for you at another hotel.
- All requests for hotel reservations must be received by the Housing Bureau **by August 9.** After that date reservations will be accepted on a space available basis.
- **Cancellations and changes** should be made directly through the Housing Bureau until August 9 after which you should contact your hotel directly. Failure to contact the Housing Bureau or your hotel with your schedule changes or cancellations may result in cancellations unless you have correctly guaranteed your room. To avoid charges, your room must be cancelled at least 72 hours in advance.

Please send this reservation request form to: ASIS Housing Bureau • P.O. Box 5612, San Francisco, CA 94101

NOTE: Do not send this form to ASIS Headquarters as it will only delay processing your request. Do not send housing forms to the hotels.

No telephone reservations will be accepted.

Complete and mail this form to: ASIS Housing Bureau • P.O. Box 5612, San Francisco, CA 94101

DON'T BE A NO SHOW—CANCEL YOUR ROOM IF YOU CANNOT ATTEND

ASISNET was suggested by Timothy Walsh, CPP, and David Hinman, CPP, both of whom have served the Society in a variety of volunteer leadership roles.

ASIS contracted with Information Inc., an experienced network provider headquartered in Washington, DC, to handle the logistics of the network and provide support to its subscribers. The network was officially unveiled December 1, 1988. In the year since, several features have been added to enhance ASISNET services.

Currently, subscribers can receive daily security news bulletins compiled through a scan of more than 500 information sources. United Press International's wire stories on security topics are available in full text. The news abstracts pinpoint events and trends relevant to the security practitioner as reported by the print media. The topics are indexed by key word, which can be used to retrieve previously published articles on specific subjects.

Monthly bulletins that supplement the *Protection of Assets Manual* are available through the network as well. Compiled by author Timothy Walsh, the bulletins add the latest information to this invaluable security resource.

Through ASISNET's electronic mail, subscribers can transfer multipage documents to peers on the network for review and leave private messages. It can also be used to ask questions of the ASIS professional staff.

ASISNET includes an interactive bulletin board so subscribers can post public messages and ask questions in a variety of categories. Another popular feature is the International Travel Briefings service, which includes complete travel information plus State Department travel advisories for virtually every country in the world.

ASISNET also gives subscribers access to important ASIS resources, such as the IRC book catalog, a keyword-searchable data base, a calendar of ASIS events, and lists of Society leaders. Users can order catalog items and request IRC resources through special windows. They can also register for all ASIS educational programs on-line.

Subscribers are provided with a comprehensive user's manual, on-line and telephone support from experts at Information Inc., and a quarterly ASISNET newsletter, *Security On-line*, which includes user tips and new features.

1977 President Wayne Hall, CPP, (l) pays a visit to the office of Joseph Leibling, who was made an honorary member of ASIS in 1972.

ASIS members would expect security to be a part of the ASISNET design, and they have not been disappointed. No one can log on to ASISNET without an ID and a password, and no one can read a subscriber's electronic mail without that subscriber's ID and password. IDs and passwords are only issued to individuals approved by ASIS and are not shared within the system.

Placement Assistance

Another early ambition for ASIS was to provide assistance to members desiring new employment and help for employers seeking qualified security personnel. This objective was initially addressed by a Placement Committee, which was established in 1957 with Lawrence P. Buchman as chairman. Apparently ineffective, the committee was dissolved in 1960.

The next effort at placement assistance was tackled by an ad hoc committee, resulting in the initiation in 1966 of a program at ASIS headquarters under staff Executive Director William Wright. Few financial resources were allocated to the placement program, however, which did not (and still does not) charge participating members or employers.

The program operated on a small scale for many years. When additional staff was added in 1976, interest in the placement program was rekindled. Still, the placement program was but one of many assignments for the small ASIS staff, and its duties were fit into the schedule as time permitted.

Nonetheless, the program served

the needs of many members and companies. In 1987 a blind resume system was adopted. Employers could arrange interviews with candidates of interest through the ASIS placement program, and ASIS could better assess the effectiveness of the service.

The program was further enhanced in 1988 when a computerized matching system was implemented. The system matched candidates with specified qualifications to job orders from companies. In 1988, to encourage and facilitate use of the computerized placement service, a formal applicant data form and a job data form were packaged with information about how the ASIS placement program works.

Only ASIS members are eligible to enroll as job seekers, and their participation is kept strictly confidential. However, any company can turn to ASIS to find candidates. The service still does not charge either candidates or companies placing jobs directly. However, a search fee is charged to executive recruiters.

During the past five years, 3,117 candidates have enrolled in the ASIS placement program. Their qualifications and desired job characteristics (such as salary and location) have been matched with those called for by 1,219 positions listed with the program by 785 companies. The employers have had 13,023 résumés forwarded to them for consideration, resulting in 1,266 interviews.

To guide members in their job-seeking efforts, several resources have been prepared over the years. Articles on productive responses to being fired, preparing a résumé, interviewing skills that can lead to success, and how to proceed once a new position is obtained are all made available on request.

There's More to Come

The ASIS Board of Directors continuously reviews current member benefits and considers adding to the package. A variety of additional benefits are now available. A group accident insurance plan was added to the list in 1964. Group hospitalization, extended care, and life insurance plans were later extended to members as well. In 1987, an ASIS Gold MasterCard was made available to members.

Perhaps the best-known benefit was actually designed to increase the professionalism of all security practitioners, members and non-

1982 President Sal Gallo, CPP, (l) offers his best wishes to US Senator Sam Nunn (center), who was made an honorary member of ASIS that year. Executive Vice President E. J. Criscuoli, CPP, looks on.

members alike. The Certified Protection Professional (CPP) program was first made available through ASIS in 1977. More than 3,000 security practitioners have qualified for the credential, which has gained steadily in recognition and support throughout the industry.

From time to time the ASIS Board of Directors has turned to outsiders for independent evaluation of the organization and the benefits it offers. Such input was sought in 1981 from MACO and Associates, a firm specializing in the management of volunteer organizations. MACO conducted a comprehensive management study to assess the effec-

tiveness of ASIS's organizational structure in meeting member needs.

To help concentrate efforts aimed at improving or adding to the Society's programs, the ASIS board commissioned a Comprehensive Member Attitude Survey in 1985. Conducted by the Center for Organization Development (COD), the study revealed generally favorable attitudes among ASIS members toward the Society and pinpointed a few weaknesses for the board's attention.

In 1989, the ASIS board asked COD to survey members in top security positions to determine if their needs were being met through ASIS programs, specifically the annual seminar and exhibits. The findings presented in these three studies helped guide the ASIS board in planning long-range improvements in ASIS operations.

What ASIS membership benefits will come next? You can only find out if you remain part of the largest and most comprehensive security association in the world. The personal and professional possibilities are limitless. ∎

Distinguished Members

Through the years, ASIS has used a variety of designations to distinguish between types of membership. The three original membership categories were active, associate, and government. The difference between active and associate members was the level of job responsibility, with active members holding the more senior positions. Persons employed by the government in industrial security positions were classified as government members. A higher dues structure was set for active members; associate and government members paid the same dues.

In 1957, an affiliate category was added to include suppliers of security products and services. In the early 1960s, government members were reclassified as associate members. Shortly thereafter, active members became senior members; the junior member designation was reserved for students. The associate member category was eliminated in 1973, and all associate members became active members.

As the rights and privileges of various types of membership were evened out, the dues structure also became uniform. Today, both active and affiliate members pay the same dues of $75 and receive the same membership services. Student members pay dues of $20.

Throughout its history ASIS has conferred special membership status on certain individuals who meet specific requirements. Today, three distinguished membership groups have been identified by the ASIS Board of Directors: Quarter Century Club members (including charter members), life members, and honorary members. The names of all who have attained these distinctions are listed annually in the May/June issue of *Dynamics*, which includes a membership directory. The following descriptions tell how the achievements of these individuals qualify them for special membership designations.

Quarter Century Club Members

Individuals who have been members of ASIS for 25 years or more automatically become members of the Quarter Century Club. In 1990, all members who joined the Society in 1965 or before belong to this

ASIS Executive Vice President E. J. Criscuoli, Jr., CPP, presents a life membership certificate to the Society's second president, Russ White.

prestigious group.

The informal club was formed in 1985. A special lounge is set aside for Quarter Century Club members' use at the annual seminar and exhibits. The lounge gives members a place to stop between seminar activities and chat with other longtime members.

Perhaps the best-known members of the Quarter Century Club are the charter members of ASIS. Of the 257 charter members who formed the Society in 1955, 37 are still active in ASIS affairs (see accompanying **list**).

Life Members

Lifetime membership in ASIS is conferred on members in good standing who have been ASIS members for at least 15 consecutive years and who have retired from all full-time employment. A member can apply for life membership through his or her chapter chairman, who forwards the request to ASIS headquarters. The staff executive vice president presents the application to the executive committee of the ASIS Board of Directors, which must approve the appointment unanimously.

The life member category was established by the ASIS board in 1968. Life members actively participate in the Society's affairs and can vote for members of the ASIS Board of Directors and at meetings of the membership. They can hold chapter and regional offices or chair chapter, regional, or international committees. They can participate in the planning of the Annual ASIS Seminar and Exhibits.

In recognition of their years of service to the Society, life members do not pay dues. The registration fee for the annual seminar and exhibits is also waived for life members.

As of March 1990, 188 ASIS members had received lifetime memberships.

Honorary Members

Since 1968 when the designation was established, the ASIS Board of Directors has recognized 20 individuals as deserving of honorary

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Charter Members Still Active in ASIS

Elmer H. Adkins, Jr.
Eric L. Barr, CPP
Desmond J. Bridges
Fred C. Burton
George A. Callahan
William H. Corrigan
Virgil L. Couch
James L. Denzel, CPP
Joseph F. Doherty, CPP
Edward H. Dunwoody
John T. Gorham
Paul W. Hansen, CPP
John L. Hastings
T. M. Healy
George D. Higgins, Jr., CPP
Charles Jenkins
John F. McCauley
Robert W. McCormick
Claude L. McGlamery
William D. McInerney, CPP
A. Ross Miller
Michael Minnich
Eugene K. Quillen
S. Wesley Reynolds
Edgar L. Robbins, CPP
Robert F. Royal
Sidney S. Rubenstein
Morris A. Ruebright
Ralph W. Schreiner, CPP
Wayman C. Strickland
John J. Thompson, CPP
George D. Thomson, CPP
James C. Trosino
Thomas W. Wathen, CPP
Roy H. Webb
John C. Wilson
Delbert Wood

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membership. According to the ASIS Policy Guide, these individuals have been outstanding contributors to the security profession or to the attainment of the profession's objectives.

Both government and industry leaders within and outside the ASIS membership have been selected. As a group, honorary members share qualities that define meritorious service, such as integrity, leadership, and professional responsibility.

Persons are nominated for honorary membership by unanimous vote of the ASIS board's executive committee; three fourths of the full board must then vote for conferring the membership. While honorary members do not actively participate in Society affairs, they are eligible to receive a complimentary registration to the annual seminar and exhibits.

The following individuals have been designated as honorary members of ASIS. The titles listed in the descriptions are those held by the individuals at the time they received the designation. The dates indicate when the honorary membership was conferred. The comments are based on citations read at the time of appointment.

The Honorable J. Edgar Hoover (1955), director of the Federal Bureau of Investigation (FBI). Hoover built the FBI into a respected agency, well-known for its efficiency, loyalty, and high service.

The Honorable Carter L. Burgess (1956), assistant secretary of defense (manpower, personnel, and reserve). Burgess's position was crucial to national defense planning and policy. He served with skill, acumen, and dedication to principle and fair play.

Joseph F. Carroll, Lt. Gen., USAF (Ret) (1957), deputy inspector general of security for the United States Air Force. Having established an enviable record of service with the FBI, Carroll became a lieutenant general and director of the Defense Intelligence Agency. He con-

tributed greatly to national security.

The Honorable Lloyd Wright (1957), chairman of the national strategy committee of the American Security Council. Wright possessed expert knowledge of the problems of security and the difficulties of putting principles into practice.

Arthur G. Trudeau, Lt. Gen., USA (Ret) (1960), chief of research and development for the Department of the Army. A civil engineer, Trudeau served with many engineering units during his army career. An enthusiastic supporter of security research and development, Trudeau became president of Gulf Research and Development Company when he retired from the army.

The Honorable Allen W. Dulles (1962), director of the Central Intelligence Agency (CIA). A career diplomat, Dulles headed the CIA from 1953 to 1961. He practiced law in Washington, DC, when he retired from the government.

Paul Hansen, CPP (1965), ASIS cofounder and first president. As a tireless and longtime contributor to ASIS and industrial security, Hansen was made an honorary member during the Society's 10th anniversary celebration.

Joseph J. Liebling (1972), deputy assistant secretary of defense, US Department of Defense. Long an ardent supporter of security and security management, Liebling attained a distinguished record of achievements in government service.

The Honorable John A. Volpe (1972), US secretary of transportation. A noted public servant and humanitarian, former Massachusetts Governor Volpe was honored for work and his contribution to ASIS as its keynote speaker at the 18th Annual ASIS Seminar and Exhibits.

Lionel C. Cragg (1974), director of industrial security for the Department of Defense Production in the Canadian government from

1954 to 1968. He was honored for his unswerving interest in maintaining the security of Canada and the United States as a member of ASIS since 1957.

Quinn Tamm (1975), former executive director of the International Association of Chiefs of Police (IACP). Tamm was highly regarded for his efforts to strengthen public law enforcement ties with private security.

Benjamin O. Davis, Jr., Lt. Gen., USAF (Ret) (1976). As a prominent member of the United States Air Force, Davis worked to enhance the role of security within the air force.

Virgil L. Couch (1977), charter member of ASIS. Couch was honored for his work as head of civil defense and his numerous contributions to ASIS publications, including an issue of *Industrial Security* (the forerunner of *Security Management*) solely devoted to civil defense.

The Honorable Clarence M. Kelley (1977), director of the FBI. In his highly visible law enforcement role, Kelley fostered the work of ASIS and the security profession.

The Honorable William H. Webster (1979), director of the FBI. Webster increased the ties between private security and public law enforcement. He made many contributions to ASIS, including speaking at the annual seminar and exhibits and writing for *Security Management*.

Frank Larsen (1982), director of the US Department of Defense (DoD)Industrial Security Program. Larson worked to bridge relations between DoD and security professionals working for defense contractors.

The Honorable Sam Nunn (1982), US senator from Georgia. His dedicated service on numerous Senate committees strengthened the defense posture of the United States. He addressed the 1980 Annual ASIS Seminar and Exhibits in Miami, FL.

The Honorable Edwin Meese III (1983), US attorney general. As counselor to the President of the United States, Meese continually worked to improve the role of private security in loss prevention efforts.

The Honorable George P. Shultz (1986), US secretary of state. During his tenure as head of the State Department, Shultz fostered international cooperation between private security and State Department agencies by establishing the Overseas Security Advisory Council.

Thomas J. O'Brien (1988), director of the Defense Investigative Service, US Department of Defense. O'Brien enhanced the Defense Department's Industrial Security Program, thereby providing dedicated service to the security profession. ∎

The Local Connection

From the Society's inception, chapters have been an essential component in linking members throughout the world. Starting with one chapter—the Southern California (now Greater Los Angeles) Chapter—formed in October 1955, the founders of ASIS focused on developing chapters as the best route to membership growth.

They foresaw that many future members would be unable to participate actively on a national level. If the Society hoped to attract large numbers of new members, local chapters were needed. Chapters could hold regular meetings so members could discuss topics of common interest, foster relationships among peers, and initiate programs to reach common goals.

These ASIS visionaries were correct. Chapters have taken the lead in member recruitment and have brought the networking advantages of the Society affiliation within every member's reach. They have also served as an excellent training ground for future ASIS leaders at the international level.

ASIS awards for 1957-58 reflected the emphasis on chapter formation. The Certificate of Merit for regional vice presidents (RVPs) was awarded for chartering the most new chapters (five) in a region during the year. Richard J. Healy was the recipient. The President's Chapter of the Year Award went to the San Diego Chapter for the greatest increase in membership (106 percent). This award was presented to the chapter's chairman, George D. Higgins. A Certificate of Merit was awarded to Lawrence Taylor for sponsoring the most new members that year. All three recipients later became presidents of ASIS.

Chapters on the Move

By the end of 1957, 13 chapters had been established in seven regions, and 14 more were chartered the next year. Another 21 chapters were formed in 1959, including the first international chapter in Europe.

The 1959 ASIS Board of Directors inaugurated several financial inducements to assist chapters in their start-up years. First, they were encouraged to solicit advertising commitments for the bimonthly magazine (*Industrial Security*) and the annual membership directory. A 20-percent-of-net rebate was given to chapters that obtained such commitments.

Also, the Society rebated 10 percent of the dues paid by new chapters' members for their first two years. Before long, however, the financial burdens of the Society as a whole precluded continuing such programs.

The roster of ASIS chapters stood at 58 by the end of 1962. Then, in 1968, a membership renewal incentive for chapters was introduced. If a chapter renewed at least 88 percent of its members, it received a rebate on the total dues collected from the chapter. Unfortunately, few chapters reached these renewal rates, and the incentive was discontinued in 1981.

The Society has experimented with membership contests from time to time as well. While the competitive spirit inspired some chapters to grow significantly, ASIS leaders ultimately returned to the Society's fundamental membership criteria, which emphasized quality over quantity.

In 1974 the Society spread internationally. The Far East Chapter based in Tokyo, Japan, and the South America Chapter centered in Caracas, Venezuela, were both formed that year, bringing the total number of overseas chapters to 10.

By the time it celebrated its 20th anniversary in 1975, ASIS was represented by 71 chapters organized into 10 regions. Four chapters in decline were reactivated that year and nine new chapters were formed. The position of regional vice president—international

Networking tops the list of ASIS membership benefits.

was created in recognition of the strong growth in ASIS membership throughout the world. The man due the most credit for the Society's early international growth, Ernest Felago, was appointed to fill the new post.

A mere two years later the Society had chapters in 109 locations. The early 1980s saw the total rise to 167, of which 26 were outside the United States. The ASIS Board of Directors added a vice president-international position to its ranks in 1983 so one board member could concentrate specifically on the needs of international members and chapters. Alexander Smart, CPP, the first international member to be elected to the ASIS board, filled the new post. Smart, who lived in London, England, was a member of the Europe Chapter.

As the number of chapters grew, RVPs found it more and more difficult to keep up with their chapter responsibilities. To address this concern, the Society's regional organization was modified in 1983 and 1984. That plan remains in effect today.

Chapters increased in size as well. By 1984, the Washington, DC, Chapter had topped the 1,000 member mark. To keep the size of chapters workable and to improve accessibility for members, new chapters have been spun off from established ones. The Washington, DC, Chapter, for example, spawned the Maryland Suburban and Fredericksburg/Quantico Chapters, which were formed in 1977 and 1982 respectively.

To form a new chapter, at least 15 potential members in good standing must petition their RVP. Before passing the chapter petition on to the ASIS Board of Directors for final approval, the RVP looks for a good representation of the locale's business community among the applicants to ensure the success of the chapter is not tied to the fortunes of any one company. He or she also investigates the growth potential of the chapter.

Today, ASIS has 160 chapters in 47 states and Puerto Rico, five chapters in Canada, and 20 chapters in other countries. Since ASIS is now represented worldwide, the rush to form new chapters apparent in the early years has slowed. A more pressing concern today is keeping existing chapters vital.

To that end, chapter officers now have many tools provided by headquarters at their disposal. A policy guide for chapters, a chapter handbook, and a newsletter editor's kit have all been developed or revised in the past two years. Chapter officers also receive a newsletter called *Directions* that gives tips on running a chapter. Printouts and labels of chapter members, camera-ready ads for chapter newsletters, and slide or video presentations are among the services available to chapters.

Chapters regularly face the problem of finding high caliber speakers for their programs. To assist chapter officers with the task, ASIS has established a speakers bureau at headquarters.

When ASIS conducts educational programs through headquarters, critiques are distributed to attendees. Speakers who earn strong evaluations are added to the speakers bureau data base. When a chapter needs a speaker on a specific subject, a list of speakers who have been well received previously on that topic can be provided.

Frontline Education

Bringing educational opportunities to members' doorsteps is a mission chapters have taken seriously. Month after month chapter officers plan informative programs for chapter meetings (see accompanying story, **Chapter Programs Span the Spectrum**). Many chapters tackle putting on a longer educational program at least once a year. One of the first such ventures was an industrial security conference sponsored by the Northern California Chapter in March 1957.

Exhibits have been added by some chapters to familiarize members with the products and services local vendors supply. In 1964, the Greater Los Angeles Chapter reported 420 attendees at a one-day conference that featured 32 exhibitors. A second Greater Los Angeles Chapter conference drew 800 registrants.

Also in 1964, the ASIS Program Committee developed a chapter programming guide to share ideas that had succeeded in various chapters. By 1966 chapters had joined forces to conduct four regional seminars. Five more regional seminars were held in 1967, and a revised programming guide was provided to chapter officers. In 1968 chapters collaborated on 13 regional seminars.

Developing chapter workshops received much emphasis in 1970. Eleven regional seminars topped chapter activities in 1974, one of which was billed as the First National/Regional Seminar, held on the Queen Mary in Long Beach, CA. By 1978 chapter programming had become so prolific that the number of pages in each isssue of the ASIS newsletter, *Dynamics*, was doubled to accommodate coverage of noteworthy events.

In 1989 a four-day seminar held by the North Dakota Chapter was attended by 102 law enforcement and private security personnel. The Detroit Chapter teamed up with the local police department for a two-day workshop with exhibits that brought in 575 attendees. The Puerto Rico Chapter put on its second two-day seminar and exhibits in 1989.

At the beginning of 1990, the southern California chapters in Region III returned to the Queen Mary for a regional seminar. The number of pages in *Dynamics* was increased again, partly to allow more chapters and regions to share news of successful activities with fellow members.

Chapters plan programs on the light side as well. Members have enjoyed ASIS camaraderie during dinner dances, golf tournaments, softball games, and outings to the racetrack. Winter holiday parties and summer picnics are other favorite ways to share the informal side of ASIS membership.

Building Local Relationships

Chapters often form important liaisons with local law enforcement agencies, thereby building understanding and cooperation between the public and private sides of security. A good example of chapter initiatives toward that end has become an annual part of the Baltimore Chapter's programming. For six years, that chapter has sponsored a joint symposium titled "Private and Public Law Enforcement, Promoting the Partnership." The chapter cosponsors the event with the Maryland Chiefs of Police Association and Johns Hopkins University. Members report the exchange of information—and business cards—helps foster cooperative efforts throughout the year.

Many ASIS chapters sponsor annual law enforcement appreciation events and acknowledge noteworthy performance by specific officers with awards. Turnouts such as the 300 people at the San Francisco Bay Area Chapter's 1989 Law Enforcement Appreciation Day have become common. The largest such

gathering is sponsored by the North Texas Chapter, which typically draws as many as 1,000 members and guests. In recent years some chapters have extended their recognition to include public safety and firefighting personnel.

Periodically ASIS chapters have found joining forces with safety professionals to be productive. The Middle East Chapter collaborated with the local chapter of the American Society of Safety Engineers in 1983 to sponsor a joint seminar, which drew 90 participants. The Caracas Chapter contributed speakers to a seminar on public safety held in conjunction with the National Chamber of Private Guards in 1987.

Involvement in the community is yet another service ASIS chapters provide. Typical of such involvement was the cosponsorship of a week-long crime prevention conference by the Spokane Chapter in 1984. ASIS chapters have provided expert advice and support when the 1984 Olympic Games were held in Los Angeles, when the 1987 Pan American Games were held in Indianapolis, and when the anniversary celebration for the Statue of Liberty was held in New York in 1986.

Keeping Chapter Members Up to Date

As their membership has expanded, chapters have found they need a vehicle for sharing news within their ranks. This need has been answered with chapter newsletters ranging from informal typewritten and photocopied sheets to carefully designed, typeset, and printed publications with advertising.

Chapter newsletters alert members to upcoming events, spotlight colleagues, share opinions, and inform about a wide range of topics. Clever names such as the *North Coast Network* (Cleveland Chapter), *Security Blanket* (San Fernando Valley Chapter), and *Around the Sound* (Puget Sound Chapter) reflect the pride chapters take in their newsletters. Annual awards for chapter newsletters are presented by the Awards Committee of the ASIS Board of Directors.

Increased legislative and regulatory activity at the

In 1976, the Toledo Chapter presented X-ray equipment to the Toledo police department. At the ceremony are (seated l to r) Wayne Hall, Dennis Noggle, Dean Sullivan, and Frank Szezepanski; also (standing l to r) Donald Clark and Toledo Police Captain P. J. Moore.

1989 President Brian Hollstein, CPP, (l) congratulates Region VI Vice President Allan Wick, CPP, as he presents a regional donation to ASIS Foundation Board President Ira Somerson, CPP.

federal level has been matched by similar activity on the state and local level, and many ASIS chapters have taken on the task of monitoring changes that may affect their members. In a number of instances chapter members have served on commmissions and advisory committees to guide development of regulations that enhance local security effectiveness rather than hinder it.

Giving Back to the Profession

Academic institutions have also benefited from input by chapter members. ASIS chapters have encouraged the development of sound security curricula by local colleges and universities, often providing faculty as well.
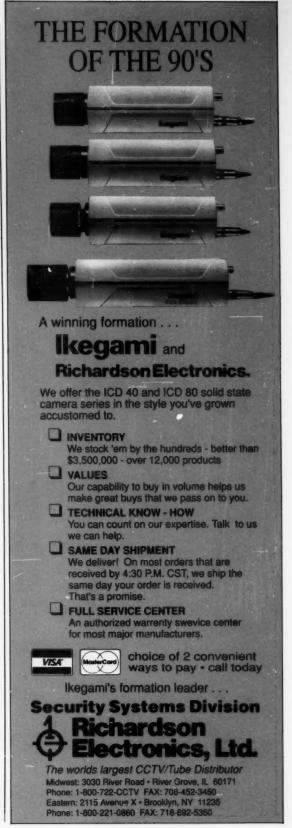
Taking their support a step further, some chapters have initiated intern programs for students in local academic security programs, and many chapters underwrite scholarships for students in such programs. Matching grants made available by the ASIS Foundation have allowed chapters to increase their scholarship support.

The ASIS Foundation has been still one more beneficiary of chapter efforts. Beyond direct donations to the Foundation, most chapters appoint a Foundation liaison officer each year to keep members informed about the Foundation and why it deserves support. Chapter contacts also assist with Foundation presentations to prospective corporate contributors.

Chapters have played an active role in establishing the Certified Protection Professional (CPP) program as well. When the program was introduced in the late 1970s, chapters helped inform members about it, and many have sponsored study groups and sessions to help members prepare for the certification exam.

Striving to Be the Best

Over the years friendly competition between ASIS chapters has arisen, serving to strengthen individual chapters with the fostering of new ideas and adoption

of good ideas from other chapters. Each year the most outstanding US chapter efforts are recognized with the awarding of the I. B. Hale Chapter of the Year Award.

Named for the Society's 15th president, the award initially was presented to only one chapter per year. As chapters became more diverse, they were matched by membership size to compete on even terms. Currently, chapters in the United States are separated into six categories: Group I—up to 34 members, Group II—35 to 99 members, Group III—100 to 199 members, Group IV—200 to 299 members, Group V—300 to 499 members, and Group VI—500 members or more.

International chapters challenge one another to earn the Patricia C. Manion International Chapter of the Year Award, so named for the first person to chair the International Affairs Committee of the ASIS Board of Directors. Manion was instrumental in recognizing the participation of international chapters in the Society's affairs. Before 1981 when this award was established, international chapters competed by size with their domestic counterparts. Now all international chapters are grouped together regardless of size.

Both US and international chapters are nominated for these awards by their RVPs. The Awards Committee of the ASIS board evaluates the nominated chapters on such factors as quality of chapter meetings and programs, attendance at chapter functions, quality and frequency of published newsletters, support of the CPP program and the ASIS Foundation, and financial stability.

The winners of the Society's awards are announced in the March/April issue of *Dynamics*. The 1989 chapter winners were: Group I—Honorable Mention: Topeka; Group II—Lansing; Group III—Western Michigan, Honorable Mentions: Louisville and Fox Valley; Group IV—Long Beach/South Bay; Group V—Denver Mile-Hi; and Group VI—Washington, DC. The 1989 winner of the Patricia C. Manion International Chapter of the Year Award was the Canadian Pacific Chapter.

Becoming an award-winning chapter "takes wanting to do it," says Scott Hewitt, 1989 chairman of the Long Beach/South Bay Chapter, which was named the I. B. Hale Award winner among chapters with 200 to 299 members. "If you set your sights on the criteria, you're bound to have a successful chapter, whether you win or not," advises Hewitt.

His chapter's officers designed a year-long plan aimed at winning the award. The results yielded a 15 percent increase in membership, a marked increase in attendance at chapter functions, and increased newsletter advertising. Hewitt says the officers were so pleased with their successes, he doubts they would have cared if the chapter hadn't won the award.

The amount of work involved in heading up an

Members of the Chicago Chapter pick a special table at the 14th Annual Seminar in Dallas, TX.

award-winning chapter was surprising to Hewitt, but he was even more surprised by what he gained personally through the effort. "I was amazed at the number of contacts I made and at how much I learned," he remarks. "Frequently, when situations would come up at work, I'd realize I had met someone who could help or I had recently heard relevant comments at a chapter program." As a result, Hewitt is a strong advocate for chapter involvement: "I definitely got back more than I put in . . . and I put in a lot."

Chairmen of I. B. Hale Award winning-chapters at both ends of the size scale report similar experiences. Ronald Larsen was the 1989 chairman of the Lansing (MI) Chapter, which had 77 members at year end. He estimates he spent between one and eight hours a day, three or four days a week, on chapter business. Thomas O'Hara, the 1989 chairman of the Society's largest chapter, Washington, DC, recalls devoting an average of 15 hours a week to the chapter "even though I delegated a lot of assignments."

The Lansing Chapter initiated an annual golf outing three years ago that raised $1,000 in 1989, much of which was used for scholarships. The Washington, DC, Chapter, like many other chapters, charges its members chapter dues primarily to help defray the costs of postage for its newsletter and other mailings. Its award-winning newsletter is one of that chapter's biggest expenses, so members focused on boosting revenue gained through advertising sales during 1989.

Even though the Lansing Chapter is considered small in the I. B. Hale Award categories, its ambitious programming could rival that of many large chapters. In 1989, this chapter put on six one-day seminars, cosponsored a two-day exposition and workshop with the Michigan Retailers Association at Michigan State University that drew about 350 people and nine exhibitors, and cosponsored a week-long basic crime prevention/loss prevention school through Lansing Community College. The chapter videotaped all its speakers at meetings and seminars.

Each year, the Washington, DC, Chapter sponsors extended programs that cover four broad security

topics: physical security, antiterrorism, security management, and government/industrial security. In 1989 it sponsored a two-day physical security seminar that attracted 60 exhibitors and nearly 300 participants. Planning for the 1990 physical security seminar took place during O'Hara's term and has paid off; 80 exhibitors have signed up.

All three award-winning chapters devoted a portion of the proceeds from their efforts to scholarships and support of the ASIS Foundation. The Lansing Chapter funded a $500 local scholarship; the Washington, DC, Chapter awarded one $300 scholarship and two $250 scholarships. The DC chapter has built a scholarship fund that allows its annual awards to be taken from interest, leaving the principal to earn income for future scholarships.

Both the Washington, DC, and Lansing Chapters proudly note that one of their local scholarship winners was also a Foundation scholarship winner at the regional level. Lansing is justifiably proud that in the last six years its local winners have won the Foundation's grand scholarship award four times.

A contribution to the Law Enforcement Memorial Fund was also made by the Washington, DC, Chapter as a part of its annual law enforcement recognition program. The Long Beach/South Bay Chapter broadens its support of public law enforcement to include public safety personnel in an appreciation day ceremony honoring medal of honor winners.

The Long Beach/South Bay Chapter also sponsored a CPP review program in 1989 with neighboring chapters. In addition, the group repeated a chapter birthday celebration that was started the preceding year as a minireunion of chapter officers from past years to acknowledge their contributions to the chapter's success.

Lansing Chapter Chairman Larsen reemphasizes the necessary commitment of time as advice to others aspiring to lead an award-winning chapter. "Be prepared to give a lot of your time and have a lot of frustration," he counsels. On the plus side, Larson says, "it's nice to see some of the ideas you gave birth to and nurtured come to fruition."

A sense of satisfaction comes through in the words of all three of these 1989 chapter leaders. The advantage of taking an active role in a chapter or in any ASIS volunteer leadership position, according to Washington, DC, Chapter Chairman O'Hara, "is the more you get involved, the more you get in return." Even just attending programs and encouraging others to do the same gives members more benefit than merely belonging to ASIS so membership can be listed on a resume, in O'Hara's view. Taking on a hefty role like a chapter chairmanship is all the more rewarding, especially when the efforts are recognized by ASIS through an award. O'Hara explains: "You feel you have accomplished something worthwhile." ∎

Chapter Programs Span the Spectrum

Every issue of *Dynamics* includes several pages of "Chapter News." This regular column includes reports of recent chapter activities gleaned from reports submitted to ASIS headquarters. It also includes photographs submitted directly to the editor of *Dynamics* by individual chapters.

The publications department has been deluged recently with reports of interesting and timely chapter activities. To accommodate as many as possible, the number of pages in *Dynamics* was increased in 1990 so other chapters could pick up ideas.

As the primary focus of member involvement in ASIS, chapter leaders have always worked hard to present programs to enhance members' knowledge, achievements, civic pride, and camaraderie. The following list of chapter activities represents a random look at programs reported in the July 1987 issue of *Dynamics*.

Case Studies

"Honor system security for the San Diego Trolley," San Diego Chapter

"Security in the gaming industry," California Central Valley Chapter

"Hotel security from a worldwide perspective," Hawaii Chapter

Beech Aircraft plant tour, Kansas Chapter

L. L. Bean security tour, Maine Chapter

Tour of US Marine Security School, Fredericksburg/Quantico Chapter

Terrorism

"Update on terrorism incidents in Utah," Salt Lake City/Ogden Chapter

"Executive protection, industrial espionage, car parts counterfeiting, and the effect of Japanese management style on the security program in the United States," Greater Los Angeles Chapter

"Terrorism and the corporation," Santa Barbara Chapter

"Executive protection" (half-day workshop), Mt. Diablo Chapter

"Executive protection," Dayton Chapter

"Use of dogs to detect explosives," Southern Connecticut Chapter

Law Enforcement

"Law enforcement in the US Coast Guard," Golden Gate Chapter

Annual Law Enforcement Appreciation Banquet, Southwest Arizona Chapter

Annual Law Enforcement and Fire Fighters Appreciation Night, North Texas Chapter (796 attendees)

Annual Law Enforcement Appreciation Dinner, Arkansas Chapter

Legal Aspects of Security

"Liability issues from an attorney's point of view," Denver Mile-Hi Chapter

"Tape recording for court admissibility," Gold Coast Chapter

"Update on trends in the law relating to security. arrest authority and liability, false imprisonment, and sensitivity to victims," Fox Valley Chapter

"How to tell it to the judge: case preparation," St. Louis Chapter

"Legal liability in security," Louisville Chapter

"Polygraph use and legislation," KYOVA Chapter

"Legal aspects of security" (seminar), Central New Jersey Chapter

Fraud/Theft

"Foiling insurance fraud," Las Vegas Chapter

"Fraud in business and how to report it," North Alabama Chapter

"Coupon fraud," Middle Tennessee Chapter

"Credit card fraud by Nigerian students," New York City Chapter

"How the US Army investigates fraud in Southeastern United States," Greater Fayetteville Chapter

"Employee theft: taking a bite out of profit," Jubail, KSA, Chapter

Substance Abuse

"Drug screening," Columbia River Chapter

"Drugs in the workplace" (annual workshop and exhibits), Phoenix Chapter

"Local community services and crisis intervention programs," Northern Arizona Chapter

"Drug awareness in the workplace," Omaha Chapter

"Drugs in the workplace and employee assistance programs," Providence Chapter

"Implementing a substance abuse program" (annual seminar and exhibits), Greater Philadelphia Chapter

Management

"How security is viewed by top corporate executives," Houston Chapter

"Personal management styles," Toledo Chapter

Seminars

"How to conduct a security survey" (workshop with exhibits), Greater San Antonio Chapter

Third Annual Security Seminar (three-day seminar), North Dakota Chapter

"Security—Beyond the Basics" (two-day seminar), Greater Milwaukee Chapter

"Update '87" (annual seminar and exhibits), Detroit Chapter

Second Annual Products and Services Exhibits, Greater Atlanta Chapter

Total loss control security seminar and exhibits, Edmonton/Northern Alberta and Calgary/Southern Alberta Chapters

15th Annual Seminar and Exhibits, San Francisco Bay Area Chapter

Security Techniques

"Kinesic technique of interviewing," Central Texas Chapter

"Visual surveillance," Baton Rouge Chapter

"Graphology," Greater New Orleans Chapter

"Private undercover investigations," Western Michigan Chapter

Updates

"Software programs that can kill," California Southeast Chapter

Bring-a-guest night (audiovisual presentation on ASIS), Iowa Chapter

"Effects of new technology on security of communications," Topeka Chapter

"Current trends in espionage," Pelican/Lone Star Chapter

"Infiltration of organized crime into legitimate business," Florida West Coast Chapter

"Evolution of the Department of State's attitudes toward security," Washington, DC, Chapter

General

"Effect of counterintelligence on industry," Akron-Canton Chapter

Career day for Western Illinois University students, Quad-Cities Chapter

10th Anniversary Celebration, Central Massachusetts Chapter

"Industrial espionage," North Carolina Chapter

"Security's role in planning for disasters," Orange County Chapter

ASIS Marches On . . .

1955—*ASIS is incorporated on January 21; first annual conference held; J. Edgar Hoover, director of the FBI, named first honorary member; first chapter chartered (Southern California Chapter)*

1956—*first issue of* ASIS Report *published; first ASIS staff employee hired; ASIS headquarters office established in Washington, DC; exhibits added to annual conference (11 exhibitors)*

1957—Industrial Security *launched as a quarterly magazine; first formal directory of members published; membership tops 500*

1958—*D. Milton Ladd hired as first staff executive director; directory of suppliers published; membership exceeds 1,000*

1959—*Gen. William Fagg becomes staff executive director; California Governor Ronald Reagan addresses*

ASIS Executive Director Fagg shares plans for 1973 with first President Paul Hansen and future Executive Director Perry Norton.

Annual ASIS Seminar and Exhibits

1960—*50,000 reprints of* Industrial Security's *July issue purchased by US Office of Civil/Defense Mobilization*

1961—*ASIS Policy Guide established; affiliate member category established*

1962—*100,000 reprints of* Industrial Security's *July issue purchased by US Office of Civil/Defense Mobilization; poster contest begins*

1963—*ASIS headquarters*

space expanded in Washington, DC; new products column added to Industrial Security

Col. James Cogswell, valued member of ASIS.

1964—*Annual ASIS Seminar and Exhibits registration tops 500; membership tops 2,000; William Wright becomes staff executive director*

1965—Industrial Security *becomes bimonthly; spe-*

cial decennial history publication produced; Greater Los Angeles Chapter conference draws 800 registrants

1966—*ASIS Foundation incorporated*

1967—*first ASIS five-year plan drafted*

1968—*membership contest for chapters introduced; James S. Cogswell Industrial Security Award established*

1973-74 President Dick Cross presents life membership to Sid Rubenstein, charter member.

1969—*ASIS newsletter becomes 16 pages; ASIS Foundation Census Questionnaire Project surveys 5,000 businesses*

1970—*first committee-organized workshops held; security certification program proposed by Professional Criteria Committee;* Guide to Security Investigations *published*

1972—*John Volpe, US Secretary of Transportation, named honorary member;* Industrial Security *renamed* Security Manage-

First ASIS President Paul Hansen confers on the state of the Society with 14th President Alfred Berry.

1960 ASIS luminaries gather at a Los Angeles Chapter meeting. Back row: (l to r) Alex Laubach, Floyd Purvis, George Thompson, and Al Berry. Front row: Tom Hanley.

ment; *O. P. Norton named fourth ASIS staff executive director;* Academic Guidelines for Security & Loss Prevention Programs in Community & Junior Colleges *published*

At the 1970 seminar and exhibits, Chappie Smith entertains during lunch. President I. B. Hale applauds his remarks.

1973—*first Assets Protection Course offered*

1974—*Membership tops 5,000; Far East Chapter started; First International Security Symposium sponsored; Security Certification Board established; first annual report published;* Fortune *and ASIS collaborate on a special supplement on private security*

1975—*first White House briefing of ASIS Board of Directors takes place; "International" added to Society's name; members surveyed for Private Security Task Force of National Advisory Committee on Criminal Justice Standards & Codes; ASIS newsletter revived as* ASIS Dynamics

1976—*ASIS logo revised to current format; first Assets Protection Course held overseas*

1977—*membership tops 10,000; CPP launched with certification by review; first terrorism workshop conducted;* Protecting Works of Art *published; exhibit hall sold out at ASIS Annual Seminar and Exhibits; E. J. Criscuoli, Jr., CPP, becomes fifth staff executive*

1978—Security Management *becomes a monthly magazine; Wayne Hall becomes first CPP; first certification examination held;*

The Wall Street Journal and ASIS collaborate on a special security supplement; Society's budget exceeds $1 million; first Abbot/Langer security compensation study commissioned; ASIS CPP Review Course introduced

1979—*William Webster, director of the FBI, named honorary member; Society buys its first computer*

Tom O'Brien, 1988 recipient of honorary membership.

Alex Smart, CPP, first member of the ASIS board from outside the United States.

1980—*first Fosdick Study of attendees at Annual ASIS Seminar and Exhibits conducted; Hagen Communications, Inc. surveys* Security Management *readers; revised ASIS Code of Ethics adopted*

1981—*first daily newspaper published at the Annual Seminar and Exhibits; Drs. John Ellison and George Moore appointed as academic advisors; MACO com-*

Past Presidents Dick Healy and Tim Walsh received Certificates of Merit in 1974 for their educational efforts on the Society's behalf.

*prehensive management
study conducted*

1982—*second White House
briefing for ASIS Board of
Directors occurs; Society des-
ignates September as
"Professional Security
Month"; ASIS invests in
Park Place, Arlington, VA,
as headquarters site; revised
CPP Review Course
launched; CPPs top 2,500*

1983—*membership tops
20,000; Security Manage-
ment advertising income
tops $500,000; first Foun-
dation fund-raising dinner
held; 1,000th CPP by exam
is named; Society gives testi-
mony before a US Senate
subcommittee on computer
security*

**1977 President Wayne Hall,
CPP, pauses to greet hon-
orary member Clarence
Kelley.**

1984—*Washington, DC,
Chapter membership tops
1,000; Butterworth Publish-
ers releases first book of re-
prints from* Security Man-
agement; *Information
Resources Center opens;
ASIS directory of members
exceeds 500 pages; APC II:
Practical Applications intro-
duced; first staff committee
coordinator hired*

1985—*Darlene Sherwood,
CPP, becomes first woman
president; total attendance at
Annual Seminar and Ex-
hibits tops 6,000; Compre-
hensive Member Attitude
Survey conducted; full-time
staff director named for
ASIS Foundation; more than
5,000 new members ap-*

**Members greet colleagues at the Annual ASIS Seminar and
Exhibits.**

*proved in one year; 11-part
audiovisual program* Safe-
guarding Proprietary In-
formation *produced; Infor-
mation Resources Center
renamed in honor of former
ASIS Executive Director
O. P. Norton*

1986—*ASIS Foundation
fund raising tops $100,000;
ASIS Foundation awards its*

**Paul Hansen, CPP, receives
a 25-year Life Achievement
Award.**

*first research grant; member-
ship exceeds 25,000; more
than 500 booths sold at the
ASIS Annual Seminar and
Exhibits; Society's budget ex-
ceeds $5 million; Society
computer capabilities up-
graded; Security Manage-
ment advertising revenue
tops $1.5 million*

**1984 Pres. Beatty (l) receives
the gavel from 1983 Pres.
Kettler (r). 1982 Pres. Gallo
(seated) checks his notes.**

1987—*ASIS gold
MasterCard offered; in coop-
eration with ASIS, Bell At-
lantic publishes the first Se-
curity Industry Buyers
Guide; George Schultz, US
secretary of state, named
honorary member; CPP Role*

*Delineation project com-
pleted; APC III: Functional
Management offered for the
first time*

1988—*700 booths sold at
the ASIS Annual Seminar
and Exhibits; ASISNET
launched; membership out-
side the United States tops
2,000; fifth Abbott/Langer
Compensation Survey pub-
lished; Security Manage-
ment publishes its first spe-
cial section, on CCTV; four-
color advertising added to
seminar newspaper; member-
ship promotion slide/tape
presentation* The Profes-
sional Connection *unveiled*

1989—*ASIS Foundation
fund raising exceeds
$270,000; Security Man-
agement publishes special
sections on computer security
and access control; in con-
junction with the ASIS
Foundation, Butterworth
Publishers introduces* Secu-
rity Journal; *Law Enforce-
ment Liaison Council pro-
duces video* Operation
Cooperation

1990—Security Manage-
ment *adds substance abuse
and liability to its reprint se-
ries; special sections on
CCTV, employee screening,
and access control produced;
Foundation Wall of Donors
established; number of candi-
dates for CPP examination
breaks past records*

**Of today's members, 26 percent joined ASIS between 1955 and
1981. A whopping 74 percent have joined since.**

Linking Members by Interests

Many of the purposes for which ASIS was founded have been addressed through its standing committees and councils. To a great extent, the effectiveness of ASIS is a result of the operations and accomplishments of these groups. They encourage ASIS members with common professional interests to interact with colleagues around the world.

Each committee has been chartered for a specific purpose. The number, types, and structures of committees throughout ASIS history have reflected the needs of the Society's membership.

Eight committees were formed initially. Five were administrative—nominating, membership, public relations, publications, and professional criteria. Three others—physical protection, emergency planning, and government liaison—addressed key functions of a

security professional's job at the time.

While most of the Society's administrative responsibilities are now handled by headquarters, the original functional committees have continued through the years without much change in direction. Today's Standing Committees on Physical Security and Government Security can trace their roots to the Society's early years. During the 1960s, the Standing Committee on Emergency Planning brought fire protection and safety under its umbrella. Today, these specialties have been separated again. Two standing committees—disaster management and fire prevention and safety—continue to address these crucial elements of the security function.

By 1959, six more committees had been added to the list: placement, fire protection, professional criteria, identification, safeguarding

classified information, industrial subversive activities, security education, and research. At the January 1959 meeting of the ASIS Board of Directors, a motion was made and passed that these committees be made "permanent and standing." Since that time, the formal names of all ASIS committees includes the word "standing."

Early Committee Undertakings

When the Society was in its infancy, its volunteer Membership Committee played a particularly critical role. Participants canvassed the field for potential members, wrote individual letters to prospects, and generally spread the word about the the new professional security society. The Membership Committee screened applications and proposed membership classification categories to the ASIS Board of Directors.

This committee also initiated a

ASIS members prepare to give testimony before a 1978 congressional committee investigating the erosion of intelligence-gathering capabilities available to the law enforcement community.

program to recognize the regional vice president (RVP) in whose region the most chapters were started. The chapter that recruited the most new members each year and the individual responsible for sponsoring the largest number of new members in one year were also honored. Future ASIS presidents Richard J. Healy and Lawrence M. Taylor were the first recipients of the RVP award and the new member award respectively. Another future president, George D. Higgins, Jr., was the chairman of the San Diego Chapter, which received the chapter award.

Another group, the Public Relations Committee, actively promoted awareness of ASIS in the early years. This committee prepared news releases and the Society's first recruitment brochure. The Public Relations Committee played a major role in naming the Society's first honorary member, J. Edgar Hoover.

In 1960, ASIS signed a contract with a professional public relations firm. While the Public Relations Committee worked with the firm, its efforts focused on forming chapter-level public relations committees. In the early 1970s, the Society became disenchanted with the outside firm it had hired and brought public relations efforts in-house.

By 1966, the committee structure had grown to 22, including a Program Committee that played a significant role in the Society's formative years. It tracked successful speakers and topics and recommended subjects for ASIS programs at all levels. One of its major undertakings was the development of a *Chapter Programming Guide* in 1964, which assisted chapters in strengthening the content of their offerings.

Launching New Programs

The work of another original committee, the Professional Criteria Committee, initiated what has become one of the Society's proud-est accomplishments and greatest influences on the security field—the Certified Protection Professional (CPP) program. Charged with formulating standards for supervising industrial security, the Professional Criteria Committee recommended professional ethics and was responsible for drafting large sections of the Society's first policy guide.

In the late 1950s, a number of surveys were conducted by the Professional Criteria Committee, including an effort to formulate a composite "typical" security director. Others focused on identifying where the security director fell in a company's organizational structure, security titles, and the variety of security supervisory positions.

In early 1961, this prolific committee attempted to set up a research center and a speakers bureau. It also drafted model outlines for university courses in security and worked with academic institutions to encourage the establishment of such courses. Its efforts bore fruit when New York University's Management Institute began a certificate course in security in 1963. The classes were taught by ASIS members and followed the Professional Criteria Committee's guidelines. Long-time committee supporters Timothy Walsh and Joseph Doherty taught those classes during the 1965 school year.

In addition to preparing the way for the Certified Protection Professional program, the Professional Criteria Committee provided groundwork for today's ASIS Foundation, Ethical Standards Committee, and Standing Committee on Academic Programs.

Another committee that served as a precursor to the ASIS Foundation was the ASIS Research Committee. Active during the Society's early years, this committee explored what research was needed to advance the security profession and sought endowments to underwrite identified topics. However, the lack of tax-exempt status hind-ered the committee's efforts to obtain funding. One notable success was the Research Committee's collaboration with Michigan State University to set up a central library on industrial security. The Research Committee's mission was passed to the ASIS Foundation upon its incorporation in 1966.

Committees/Councils Speak for Members

In 1959, the administrative supervision of the committees was divided between two ASIS vice presidents "to give the president more time to travel and work with regional vice presidents and chapter officers." While the president's assignments have changed through the years, oversight of the 26 standing committees at work today remains the purview of the Society's three vice presidents and its secretary/treasurer (see **Exhibit 1**).

Two other groups, the Exhibits Advisory Committee and the Academic Advisory Council, fall under the purview of the Society's staff executive vice president. The Exhibits Advisory Committee, made up of current exhibitors, was formed in 1983 as a way to solicit ideas and recommendations on the policies and practices governing the exhibits portion of the ASIS Annual Seminar and Exhibits. The Academic Advisory Committee was formalized in 1988. According to the ASIS Policy Guide, its objectives are to make recommendations on current and future ASIS educational offerings. The committee is also charged with ensuring those offerings are of the highest quality and reflect the needs of the membership.

Two councils composed of Society members report directly to the ASIS president: the Law Enforcement Liaison Council (LELC) and the Private Security Services Council (PSSC). These groups advise the president on specific concerns and recommendations of the membership sectors they represent. The

Exhibit 1

Something for Everyone

Academic Programs in Colleges & Universities

This committee promotes cooperation between ASIS and colleges and universities offering academic or training programs in security and loss prevention. It also lends assistance to ASIS members involved in administering such programs and, with the cooperation of the ASIS Foundation, Inc., seeks to stimulate research and development in security and loss prevention.

Banking & Financial Services

This committee delves into techniques of risk management and loss prevention for use in banking and financial institutions. It maintains ongoing programs on relevant security problems, including theft, forgery, fraud, and employee dishonesty.

Commercial Real Estate

This committee tackles the problems of office and multi-residential building security. Its responsibilities are varied and include working with building design, construction, management, and security professionals to foster communication and establish coordination.

Computer Security

This committee concentrates on security problems within the computer environment. Protecting private information and classified material are of primary interest. Other concerns include personnel management and facility administration. Through its work, it promotes new and effective means to improve computer system security.

Crime Prevention

The primary objective of this committee is to provide for information exchanges on crime prevention and asset protection. It works with public law enforcement and private security agencies to pool techniques and promote effective liaison.

Disaster Management

This committee plans and promotes programs for use in natural disasters, enemy attacks, civil disorders, and other emergencies.

It addresses problems such as limiting personal injury, loss of life, and the destruction of property. Specific concerns run a wide gamut and include evacuation planning, shelter, supplies, communications, succession, and mutual aid programs.

Educational Institutions

This committee's primary objective is to investigate and report on security problems encountered in educational institutions. The issues it deals with include the special problems associated with protecting classified research. It is also concerned with more general problems involved in guarding personnel and property.

Energy

Promoting communication on security matters in the energy and related industries is the prime focus of this committee. Its work involves effecting liaison among law enforcement and security professionals, and conducting workshops on topics of interest to the profession. The committee keeps abreast of federal and state regulations controlling security standards in the energy industries.

Fire Prevention and Safety

Problems of fire prevention, fire safety, and arson control—and their impact on industrial security—are the primary concerns of this committee. Its major objective is to keep the industry informed of the latest research results and recommendations in the field. The committee urges managers in both business and government to take a direct, personal interest in fire prevention and arson control.

Food Services

This committee collects, researches, evaluates, and promotes programs, procedures, and techniques related to the problems encountered in the protection of the food service industry. This committee focuses its efforts on individuals, companies, and corporations engaged in the provision of food service, including bar operations.

Government Security

Protection of material in industrial custody relating to national security is the province of this committee. Its varied responsibilities include consultation with government officials and ASIS members involved in safeguarding sensitive material, legislative and judicial review,

and comparative studies of US and foreign government security policies.

Health Care Services

This committee concentrates on personnel and physical security in health and extended care facilities and nursing homes. The committee works with the American Hospital Association and the Joint Commission for Accreditation of Hospitals to develop literature and programs on health care security.

Insurance Fraud

The objectives of this committee are to provide information, education, and guidance to members of the insurance industry pertaining to insurance fraud and its effect on the industry. It encourages membership in the Society by those individuals in the insurance industry actively engaged in the investigation and detection of insurance fraud and who qualify under the bylaws of the Society.

Investigations

This committee's concern is with investigations conducted in business, industry, and government. Its goals are to ensure the effectiveness and integrity of investigative practices and to assist professionals in the field. The problems it deals with are varied, ranging from fraud and misconduct to espionage and sabotage. It offers guidelines for investigation and prosecution.

Lodging

The emphasis of this committee is the protection of the three general assets of the lodging industry—the guest, the employee, and the physical assets of the facility. The committee is

concerned with crime, fire, accidents/injuries, and natural disaster. It researches and reports on the most up-to-date information in the field and develops broad protection management guidelines regarding techniques and countermeasures.

Museum, Library, and Archive

Planning and promoting programs to aid those involved in museum, library, and archive security is the primary purpose of this committee. It initiates studies of security threats to such institutions, then works with the industry to develop effective countermeasures. It also serves as an information clearinghouse and offers advice and consultation to interested parties.

Physical Security

Effectively safeguarding facilities, personnel, materials, and information is the main concern of this committee. The specific issues it deals with include personnel protection and control, traffic and communications, and security training and technology.

Privacy and Personnel Information Management

This committee focuses on those federal and state statutes that impact on employee suitability for employment. The committee analyzes related legislation and advises the ASIS Board of Directors on policies and positions. It presents testimony when invited to do so by government committees.

Retail Security

The objective of this committee is to act as an effective voice for the retail security industry

on the national level. it addresses common problems such as fraud and theft. The committee provides a forum for the industry to express its concerns.

Safeguarding Proprietary Information

Protecting corporate information is the main concern of this committee. Its primary task is to develop and recommend measures to protect proprietary information and prevent industrial espionage.

It has developed training programs to raise awareness in the business community that information has value as an asset and unless protected will be lost.

Substance Abuse

Substance abuse and its effect on management is the focus of this committee. To that end, it develops general guidelines to assist security professionals in addressing the problem. The committee promotes substance abuse research relevant to security, and it prepares programs for use in prevention and control. It encourages liaison with law enforcement and other elements of the criminal justice system.

Telecommunications Security

This committee was established to collect, evaluate, and report on issues facing the telephone/telecommunications security industry.

It develops procedures to cope with security problems and establishes guidelines for personnel training and staffing. Its liaison work promotes information exchange on the types of fraud used by perpetrators and investigative techniques used in detection and prevention.

Terrorist Activities

This committee studies all facets of terrorism to identify the malefactors, assess the impact of terrorist operations on industry, and determine those security practices and procedures that can help reduce the effect such actions could have on the private sector.

The committee endeavors to advance and stimulate a regular exchange of timely information between the public and private sectors.

Transportation

Security problems in the transportation industry are the subject of this committee. Among the problems it studies are physical security of passengers, property, and payload. It also looks into personnel matters such as staff selection, training, and employee defalcation.

Utility Security

The purposes of this committee are to evaluate, publicize, and promote the most effective safeguards for use in utility security. Among the problems it studies are employee fraud, vandalism and theft, subversion, executive protection, and employee safety.

White-Collar Crime

The prime objectives of this committee are to investigate, collect, and analyze information on white-collar crime. The committee also seeks solutions to problems of white-collar crime and promotes liaison among business groups and public agencies.

The committee's work involves continuous study of personnel considerations and susceptible internal operating procedures.

LELC also works to promote understanding and cooperation between private security and public law enforcement. The PSSC has been particularly active in recent years, serving as the voice of ASIS's affiliate members.

A third council, the Council of Past Presidents, provides research or study results on projects specified by the president. In particular, this council's views are solicited on the long-range goals and objectives of the Society.

Specific objectives and responsiblities of each of the 26 current standing committees are contained in the ASIS Policy Guide. In some instances, the name of the committee encompasses a broad security function. When appropriate, subcommittees have been formed to address specific specialties. For example, the Architect/Engineer Subcommittee has been an active part of the Standing Committee on Physical Security for four years. The Ports and Harbors Subcommittee drew together members with common concerns within the Standing Committee on Transportation. Regardless of how committees are structured, they all participate in a full calendar of activites each year.

Workshops: A Committee Mainstay

Committee-organized panels and presentations have proven to be the mainstay of the educational sessions at each of the Society's 35 annual seminars. The expansion of offerings from two topics on the first seminar program to more than 80 featured in recent years is a testament to the unending hard work and tireless dedication of scores of committee members.

One measure of the effectiveness of the sessions committees have put on is whether registrants attending them leave with new ideas or new information. According to critiques that polled satisfaction with the 83 sessions at the 35th Annual Seminar and Exhibits in Nashville, TN, more than 87 percent of the respondents reported they had picked up something new. These high marks are typical of those received by all the educational offerings sponsored by ASIS committees.

To fulfill the dual missions of information exchange and network building among security practitioners with similar interests, the Society's standing committees have organized numerous workshops and conferences. Nearly every ASIS committee has brought security practitioners with shared interests together for workshops and conferences from time to time, and some committees' endeavors have evolved into annual affairs.

During 1990, the Standing Committee on Utilities Security conducted its 16th annual workshop and the Standing Committee on Terrorist Activities hosted its 8th Annual Government/Industry Conference on Terrorism. The Telecommunications Security committee has held workshops for nine years running. The Fundamental/Advanced Information Systems Security Workshop (formerly called the Basic/Advanced Computer Security Conference) has been held annually since 1981 under the auspices of the Standing Committee on Computer Security. The Standing Committees on Retail Security and Insurance Fraud also hold workshops regularly.

Some committee workshops have provided unique learning opportunities. The Standing Committee on Physical Security has stretched participants' skills in physical security design with on-site exercises at San Diego's Lindbergh Field Airport, Martin Marietta Aerospace in Orlando, Puget Sound Power and Light Company, and Honeywell's Phoenix plant.

The Standing Committee on Fire Prevention and Safety incorporated a tour of the evidence laboratories at the Bureau of Alcohol, Tobacco, and Firearms into a workshop on arson investigation.

The Calvert Cliffs Nuclear Power Plant provided the focus for a workshop by the Standing Committee on Utilities Security.

In the early 1980s, the Private Security Services Council focused its educational efforts on workshops to assist providers of security services in operating their businesses more effectively, thereby strengthening the support such firms offer their customers.

Committing Ideas to Print and Film

ASIS committee members have frequently shared their expertise or reported on committee findings by writing books, pamphlets, articles, and book reviews.

The original Publications committee solicited articles and developed the Society's publishing policy. It supervised manuscript editing and oversaw the delivery of the Society's magazine and newsletter. A 1963-64 index of *Industrial Security*

articles was produced by this committee, which also gave out a "Best Article of the Year" award. Albert Deere was its first recipient for his article "The Plant Security System for Prevention of Sabotage and Espionage," from the July 1960 issue of *Industrial Security*.

More than one issue of this magazine and its successor, *Security Management*, has been built around articles contributed by committee members. Recently, the Architect/Engineer subcommittee of the Physical Security committee contributed five articles in the April 1990 issue. Committee members also give their opinions of newly released books or audiovisual materials in the magazine's "Publications Review" column.

One of the earliest ASIS committee publications appeared in 1958 when the Physical Security committee compiled a directory of security suppliers and consultants. By 1959, the Security Education committee had assembled kits of representative security procedures and security education materials that were available on loan.

That committee also published a memorandum to guide security executives on the use of patrol services, including recommendations on selection and standards for guard personnel. A number of bibliographies of security-related topics were prepared by the Security Education committee, and the annual Security Poster Contest (now expanded to include audiovisual materials) held in conjunction with the annual seminar and exhibits was started by that committee in 1962.

Also in 1962, the Investigations committee produced a manual that was updated in 1975 and 1981. A booklet on protecting classified information was added to the Society's offerings in 1969 by the now-defunct Classified Information committee.

The Transportation Security committee generated a series of pamphlets on cargo control and a bibliography on hazardous mate-

rials in 1974. Two booklets, *Reducing the Risks of Terrorism* and *Sabotage, Bombs, and Bomb Threats*, were developed by the Terrorist Activities committee in 1977. That same year the Museum, Library, and Archive Security committee compiled a softcover book on *Protecting Works of Art*, and the Computer Security committee contributed *EDP Security—4 Views*, derived from a panel session at the 21st Annual Seminar and Exhibits.

Two volumes of *Readings on Health Care Security* were put together by the Standing Committee on Health Care Security in the late 1970s to early 1980s, and coupon fraud investigation manuals were developed by the Coupon Fraud committee in 1984. The Utility Security committee wrote a handbook for utility security managers in 1986 and has issued a periodic newsletter since 1976.

The *Resource Guide to Substance Abuse in the Workplace* joined the Society's publications in 1987, thanks to the Standing Committee on Substance Abuse. Another resource, the *Telephone Security Personnel Directory*, was written and updated by the Telecommunications Security committee in the 1980s. The Commercial Real Estate committee plans to release suggested guidelines on security for building owners in the near future.

The 1990 edition of the ASIS Catalog includes four new committee publications: *Resource Guide to Substance Abuse in the Workplace*, *Investigations*, *Ports and Harbors*, and *Suggested Guidelines in Museum Security*. This last booklet, prepared in 1989 by the Standing Committee on Museum, Library, and Archive Security, is already in its second printing. The American Association of Museums plans to make the book available to its members and use its checklists to accredit the security operations at member museums.

Periodically, standing committees have ventured into audiovisual media to share information rele-

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vant to their niche in security. In the mid-1970s the Transportation Security committee created a 20-minute slide/tape presentation that featured Ernie the ASIS Eagle and Oscar the Octopus discussing cargo security. An ambitious 12-part videotape program on safeguarding proprietary information was tackled by the committee of the same name between 1984 and 1985. The following year, the Government Security committee addressed the subject of compliance with changes in the Defense Industrial Security contractor facility inspection program in a videotape.

In 1989, the Law Enforcement Liaison Council sponsored a videotape called "Operation Cooperation." Aimed at facilitating cooperation between private security and public law enforcement, the video gives specific examples of how the two groups have worked well together.

Many committee activities have benefited members in subtle ways. For example, establishing and building relationships with other organizations whose interests overlap those of ASIS members has been an ongoing goal for many committees.

As ASIS was just getting off the ground in 1955, it assembled a special committee for studying published information of probable value to potential enemies called "Operation Pandora." Another committee also got right to work in 1955. The Liaison with Government Committee, later renamed the Standing Committee on Safeguarding Classified Information, prepared a 50-page report of recommendations for the Commission on Government Security.

In the early 1960s, the Emergency Planning committee actively supported the Civil Defense Administration by urging local ASIS chapters to establish local emergency planning committees. These committees were charged with including civil defense in regular chapter programs, coordinating with local civil defense agencies, and sponsoring local civil defense seminars.

The Fire Protection committee of ASIS was created specifically to coordinate with the efforts of the National Fire Protection Association (NFPA) and to help promote the fire protection standards adopted by NFPA. In 1962 the Society became an organizational member of NFPA, with the Fire Protection committee as the link to keep ASIS members informed.

Typical of outreach efforts by ASIS committees has been the LELC's participation on a council with the International Association

1978 committee chairmen meet.

of Chiefs of Police's Private Sector Liaison Committee and the National Sheriffs Association's Private Security Industries Committee. Since the formation of this joint council in 1982, cooperative efforts have helped to cement good working relationships.

More recently, the Architect/Engineer subcommittee of the Physical Security committee has made significant inroads in establishing lines of communication with the American Institute of Architects. The Standing Committee on Substance Abuse responded to the Office of National Drug Control Policy, which asked for members' comments before preparing a plan to submit to the 1989 Congress. "Your organization has a unique membership and constituency as well as an important perspective on the drug problem," noted drug czar William Bennett in his letter. "I would like to have your group's views, ideas, and recommendations on hand to consider."

The Standing Committee on Government Security has provided a forum for representatives of the Defense Industrial Service at the annual seminar and exhibits. These exchanges have helped to build a good working relationship between government contractors and the agencies that oversee their security practices. The White-Collar Crime committee has made similar strides to coordinate the efforts of the private security sector and the federal law enforcement agencies, particularly the Federal Bureau of Investigation.

Spreading the Word

Participating in other organizations' exhibitions by staffing an ASIS booth is another way committees have extended the Society's influence beyond the boundaries of the membership. The Transportation Security committee has exhibited at meetings of the American Trucking Association, and the Banking and Financial Services committee has exhibited at the American Bankers Association's annual conference.

The Aerospace Computer Security Associates (ACSA) and ASIS have cosponsored a number of computer security training workshops. While this interface has been the responsiblity of ASIS headquarters, the Standing Committees on Telecommunciations Security and Computer Security will lend their expertise to the program in 1990.

The 1973 Standing Committee on High Rise Security (now called Commercial Real Estate) prepares to launch a workshop for fellow members.

Ron Janick, CPP, 1980 Disaster Management Committee (DMC) chairman, and 1980 President Al Davis display an award earned by Don Drasher, DMC's program chairman that year.

1979 ASIS Board member Ralph True, CPP, presents a Certificate of Appreciation to Computer Security Committee Program Chairman Dick Krueger, CPP.

Crime Prevention committee members contributed to a Presidential Task Force on Victims of Crime and were cited for their help in the task force's final report. This committee also assisted the American Association of Retired Persons in 1983 with the preparation of *Crime Prevention Training Guidelines*. Directed to police chiefs and security managers, this publication set guidelines for training personnel in this loss prevention specialty.

ASIS committees have assisted other groups in their efforts to suggest industry guidelines. Members of both the Transportation committee and the Museum, Library, and Archive committee pooled their knowledge in 1983 to aid the American Society for Testing and Materials in setting a standard for the transportation of art treasures.

The Private Security Services Council recently promulgated its own code of conduct for suppliers and vendors at ASIS chapter meetings (see **Exhibit 2**). The 1989 policy states the PSSC's official position on professional standards of conduct for the affiliate members it represents.

Alert to Developments That Affect Members

Monitoring relevant legislative and regulatory developments is another assignment regularly handled by many ASIS committees. The opportunity to influence how security practitioners will be affected by certain legislation could easily be missed without committee members' vigilance.

Initially, the Society's Public Affairs Committee monitored federal and state bills relating to security and prepared draft legislation for Society sponsorship. It recommended an industrial security law and an industrial and civil defense program but found little congressional support for either. During the late 1950s the committee did play a role, however, in generating legislative support for an expanded fallout shelter program.

Today, committees and councils receive legislative updates from headquarters, which contracts with an outside firm that tracks the voluminous number of pertinent bills introduced at the federal level. As a professional Society, ASIS does not lobby. But the ASIS Board of Directors relies heavily on committees for guidance on whether and how the Society should respond to specific legislation or proposed regulation on behalf of the membership at large. For example, members of the Standing Committee on Computer Security appeared before the Senate Committee on Government Affairs, Subcommittee on Oversight of Government Management in 1983.

Exhibit 2
Professional Conduct at Meetings

As an organization of professional security practitioners, chapter meetings should be held in an atmosphere free of uninvited commercial distractions.

Members are generally not amenable to a sales approach from another member or to attempts at obtaining business or appointments during a chapter meeting.

The Private Security Services Council, a council of ASIS, endorses a policy that prohibits members who provide and sell security or consulting services from initiating a sales effort immediately before, during, or after a chapter meeting while at the meeting location.

Chapter officers are encouraged to consider adopting this policy and making it known to present and new members.

Adherence to this policy will result in maintaining an atmosphere where members are able to discuss matters affecting their profession without being the object of a sales presentation.

This policy does not prohibit an organized program wherein a service company may present the program for the day, nor does it prevent a member in the service industry from responding to an inquiry.

Yet another task several ASIS committees have assumed is to collect data via surveys. The Emergency Planning committee distributed a lengthy questionnaire in 1963 to assess whether industries had prepared for emergencies by arranging for coverage. A 1983 survey exploring current computer security programs was conducted by the Computer Security committee. Its findings helped committee members prepare the congressional testimony they gave that year.

In 1987 the CEOs of *Fortune* 1000 companies were polled regarding substance abuse programs by the Substance Abuse committee in conjunction with Appalachian State University. The Privacy and Personal Information Management committee joined with the American Society of Personnel Administrators in the mid-1980s to gather information about personnel and security professional's views on privacy.

Responding to individual members' inquiries is another unseen, yet invaluable responsibility assumed by committees. To answer technical questions, the ASIS Information Resources Center often refers members to the appropriate committee. Media inquiries that come to headquarters are also relayed to committee members.

A Prime Source of ASIS Directors

In addition to their numerous functions, ASIS's standing committees fill one more function for the Society: a training ground for future leaders. Many current board members first became noticed while serving on a committee.

The 1990 ASIS Board of Directors is no execption. Of the 21 members of the board, six have chaired standing committees: John Cholewa III, CPP, and Brian Hollstein, CPP, Safeguarding Proprietary Information; Henry Nocella, CPP, Substance Abuse; Chad Rea, Substance Abuse; Susan Ridgeway, CPP, Lodging; and Robert Stromberg, CPP, Telecommunications Security. ∎

EDUCATION

(Below) Tom Clark, associate justice of the US Supreme Court, delivers the keynote address before the 1967 seminar and exhibits in Fort Worth, TX.

(Above) Perey Turnstiles, an exhibitor since 1957, conducts business in the company's booth at the 1974 exhibits in Washington, DC.

(Above) The 1984 operation center bustles with activity. (Below) An original exhibitor, Mosler, adds Ben Franklin to its booth in Las Vegas during 1987.

(Above) The 1976 host chapter seminar committee joins Massachusetts Governor Dukakis as he signs a proclamation

(Left) Members from around the globe renew friendships in the International Lounge.

(Above) Hearty members run for fun before the 28th seminar and exhibits in Atlanta.

The Society's
Focus from the Start

Many feel ASIS's strength lies in what its members bring to the organization and their profession. Nowhere is that strength more evident than in the evolution of the ASIS Annual Seminar and Exhibits.

The first Annual Meeting and Convention in October 1955, drew 52 people to Washington, DC, for a one-day event, which included a membership meeting, two workshops, and a closing banquet. The decision to hold a major meeting was made at the last minute. In published reports, volunteers scrambled to organize the program, making "hurried calls to prominent citizens to find a ban-

quet speaker who would give some stature to this infant organization."

None of the prospects contacted had ever heard of ASIS, and many seemed cautious about appearing before a new and unknown security organization. The person who eventually spoke at the banquet, Major General Joseph Carroll, deputy inspector general for security, US Air Force, wasn't confirmed until the morning of the program. Participants paid $5 to attend; an additional $6 covered the cost of the banquet.

This first Society gathering was a far cry from the current three-and-a-half-day annual seminar and exhibits filled with events from morning until night and attended

by several thousand people. A 200-page "bible," compiled each year, tracks the multitude of details involved in this complex endeavor.

The initial ASIS convention yielded only $9.25 for the Society, not much to spend on expanding member services, but it was a start. In the ensuing years, the annual seminar and exhibits has become ASIS's leading source of revenue as well as its crowning event.

Behind the Scenes

For many years, a volunteer committee from the chapter in the host city was marshaled to plan, organize, and execute ASIS's central event. Countless hours were spent by a multitude of members around

New members learn about the Society's educational offerings at an orientation session at the 1988 seminar and exhibits.

the country to give this premier security event the prestige it has earned.

Originally the host chapter seminar committee planned nearly every aspect of the upcoming event, from the theme to the schedule of sessions to the social activities. Chapter volunteers also tackled assignments such as reproducing handouts, meeting speakers, making and displaying signs, selling exhibit space, staffing the registration desk, collecting and dispensing funds, and arranging the spouse agenda.

Because of increased headquarters support, today's host seminar committee targets local connections. It facilitates public relations efforts, advises on the content of the spouse program, invites local dignitaries, help with on-site logistics, and encourages the local community to visit the exhibit hall.

The host chapter seminar committee has proven to be a fertile source for future Society leaders.

Several former seminar chairmen later served on the ASIS Board of Directors, including Ernest Felago, CPP, John Manning, CPP, Edward Goulart, CPP, Salvatore Gallo, CPP, and Mary Rawle, CPP. The 1968 seminar and exhibits chairman, I. B. Hale, became the Society's 15th president.

Another seminar chairman who continued to hold various leadership positions in the Society was O. P. Norton, chairman of the 8th Annual ASIS Seminar and Exhibits

ASIS Annual Seminar and Exhibits

Year	Number	Site	Theme	President
1955	1	Washington, DC	n/a	P. Hansen
1955/6	2	Washington, DC	Security in the Electronics Age	P. Hansen
1956/7	3	Washington, DC	Industrial Security—Lifeguard of the Nation	R. White
1957/8	4	Washington, DC	The Scientist, the Engineer, and Security	A. Deere
1958/9	5	Los Angeles, CA	Good Industrial Security Is Good Business	R. Healy
1959/60	6	Dallas, TX	What Price Security?	E. Barr
1960/1	7	Detroit, MI	The Role of Security in the Space Age	J. Buckley
1961/2	8	Washington, DC	America's Security Insures Survival (ASIS)	G. Higgins
1962/3	9	San Francisco, CA	Industrial Security—the Ring of Freedom	J. Ahern
1963/4	10	New York, NY	Security Paces Progress	L. Taylor
1964/5	11	Atlanta, GA	Security in Action	T. Walsh
1965/6	12	Philadelphia, PA	Security Protects America's Future	J. Davis
1966/7	13	Los Angeles, CA	n/a	G. Thomsom
1967/8	14	Fort Worth, TX	The American Heritage: Your Responsibility	F. Purvis
1968/9	15	Washington, DC	Security: Foundation for a Strong America	A. Berry
1969/70	16	Boston, MA	A Departure from Tradition	I. B. Hale
1970/1	17	Chicago, IL	n/a	N. McCabe
1971/2	18	New York, NY	Security—Key to Loss Prevention	E. Kelly
1972/3	19	New Orleans, LA	Security in Perspective	H. Mai
1973/4	20	Washington, DC	Security Prevents and Protects	R. Cross
1974/5	21	Denver, CO	Security with Dignity	E. Criscuoli
1975/6	22	Boston, MA	Security '76: 200 Year Heritage	D. Chesshir
1976/7	23	Orlando, FL	Security in Third Century America	W. Hall
1977/8	24	Los Angeles, CA	n/a	D. Walker
1979	25	Detroit, MI	25th Anniversary	C. Carter
1980	26	Miami Beach, FL	Miami Magic	A. Davis
1981	27	New Orleans, LA	New Concepts, Old Traditions	L. Tyska
1982	28	Atlanta, GA	Crossroads for Security	S. Gallo
1983	29	Washington, DC	Capitalize on Security	G. Kettler
1984	30	Chicago, IL	On the Security Horizon	R. Beatty
1985	31	Dallas, TX	Exploring Security Frontiers	D. Sherwood
1986	32	New Orleans, LA	Festival of Progress	M. Moritz
1987	33	Las Vegas, NV	Security on Revue	J. Jessee
1988	34	Boston, MA	Tradition Sparks Innovation	J. Atkinson
1989	35	Nashville, TN	Concepts in Harmony	B. Hollstein
1990	36	San Francisco, CA	Creating Golden Opportunities	L. Howe

held in Washington, DC, during 1962. Norton subsequently stepped into the position of ASIS's staff executive director. One of his seminar committee recruits, E. J. Criscuoli, Jr., CPP, who chaired the exhibits committee in 1962, succeeded Norton as executive director in 1977.

Initially, the small ASIS staff could only provide limited support for the time-consuming volunteer effort. For example, staff started helping with exhibit sales in 1970. Since the 23rd Annual ASIS Seminar and Exhibits in 1977, headquarters has gradually assumed more responsibility for seminar arrangements, freeing volunteers to focus on their real purpose for being there—education.

Today, the education and seminar programs department at headquarters secures luncheon and keynote speakers, schedules program sessions with standing committees and councils, orchestrates all food and beverage functions, and coordinates all arrangements for the myriad other activities that take place that week. Exhibits are managed by staff in the membership and meeting services department, which also works with the finance department to handle registration.

On Location

The Society's first venture outside Washington, DC, came in 1959 when the Greater Los Angeles Chapter took over the host duties. Since then, the ASIS Annual Seminar and Exhibits has intentionally moved back and forth across the country (see **chart**).

The explosive growth of the exhibits during the 1980s substantially narrowed the Society's options for seminar sites. Relatively few cities have adequate exhibition facilities, ample hotel accommodations, and convenient travel schedules to host this major educational event. Because of the busy schedule, enough space must also be available to hold sessions and luncheons at the same site.

1987 President Jim Jessee, CPP, (center) cuts the ribbon to open the exhibit hall in Las Vegas.

Competition for space in those cities that have acceptable facilities is fierce, meaning decisions must be made far in advance. Sites have been chosen through 1999, and plans are in the works for the year 2000 and beyond.

Sessions Spark Enthusiasm

In the early years, the program designed for the ASIS annual conference mirrored the Society's focus on the protection of government classified information. As a consequence, government officials dominated early program sessions. Programs such as "The problems of security risk in science" and "Whose lips are you trying to zip?" were common, as were those emphasizing the threat of communism.

From the second seminar to the present, planning educational sessions for the ASIS Annual Seminar and Exhibits has always been an integral responsibility of the Society's standing committees. In 1956, five committees sponsored one session each; in 1990, 29 committees and councils will sponsor nearly 80 sessions.

The diversity of seminar sessions has paralleled standing committee development; new subjects have been added as the representation of ASIS members increased in a particular security niche. Many sessions overlap specialties, such as bomb detection or forensic hyp-

nosis, and management topics have emerged as favorites among seminar attendees.

The first time more than one session was offered during a single time slot was in 1959—Department of Defense (DoD) sessions ran parallel to private security sessions. Today, registrants must often make tough choices among as many as six concurrent sessions. Numerous innovations have been made in session formats as well. Every style from panel discussions, debates, and trials to videotapes, slide shows, and movies are common.

In 1964, a panel addressing international security concerns was added to the program. By 1980, 30 countries were among seminar and exhibit registrants, and in 1982 a full day of sessions was presented in Spanish. The 1989 seminar and exhibits in Boston drew a record 269 persons from outside the United States.

Related organizations have sponsored sessions at the seminar and exhibits as well. In recent years, the National Burglar and Fire Alarm Association and the International Association of Security Consultants have shared their expertise with seminar attendees though educational sessions.

The Exhibits

In its second year, the Society's founders realized a great deal of planning would be needed if an an-

nual conference was to become the dominant security educational event they all envisoned. In 1956, George H. Simpson, security director for IBM, was appointed as seminar chairman by ASIS President Paul Hansen. *Security in the Electronics Age* was selected as the theme for the two-day seminar.

As he called the seminar to order, Simpson read a telegram: "It is fortunate that we now have a national organization of such professional standing to collect and combine the work of many local and special groups in the vital area of industrial security. Your theme . . . represents the complexity and ever-changing nature of the modern world. Congratulations to you as you approach these problems with continuing diligence and imagination. [Signed] Dwight D. Eisenhower, President of the United States."

On that high note, the seminar commenced. One notable change in the format was the addition of exhibits. Eleven security suppliers had contracted to participate in the event. Of that group, ADT, Walter Kidde & Company, Mosler, and Motorola are still exhibiting at the ASIS seminar and exhibits. The following year, long-time exhibitors Best Lock; Herring, Hall, Marvin Safe Company (now Diebold); Perey Turnstiles Company Inc.; and Sargeant and Greenleaf Inc. joined the group. Through their participation, these firms have underscored their support for ASIS and the security industry.

Initially, volunteer leaders assumed the crucial role of seeking out security suppliers and convincing them to exhibit. In 1974, staff began gathering leads and signing up potential exhibitors, an arduous task from that year on. But as the membership of ASIS grew, so did attendance at the seminar and exhibits. The premier group of security decision makers was most attractive to firms marketing security equipment and services.

The Society experienced its first

The ASIS Foundation recognizes exhibitors who have made donations. Carol Sewell (l) and June O'Kelly (r) receive a plaque for Equifax from 1989 Foundation Board President Ira Somerson, CPP.

exhibit sellout in Los Angeles, CA, in 1978. Demand for space has been brisk ever since despite substantial increases in the number of booths available. The number of exhibitors has swelled from the original 11 in 1956 to nearly 400 in 1990. As the seminar and exhibits returns to San Fransicso this year, these firms will display the latest in security products and services in more than 800 booths.

An Exhibits Advisory Committee was formalized in 1978 to assist ASIS staff in improving the annual exhibits for exhibiting companies and attendees. The committee, chaired by ASIS Executive Vice President E. J. Criscuoli, Jr., CPP, meets after each exhibition and in December to review that year's experiences, suggest solutions to problems, and recommend modifications for the coming year. While the exhibit hall is open, committee members assist exhibitors and ensure everyone complies with the prevailing rules and regulations.

Another tool used to refine the exhibits operation was initiated in 1979. An independent research

firm, Fosdick and Associates, conducts interviews each year throughout the exhibit hall, providing useful feedback as well as marketing information to ASIS staff and exhibitors.

The expansion of exhibits justified adding an exhibits coordinator to the ASIS staff in 1986. As a result, several improvements have been implemented. For example, a newsletter is sent to the ever-expanding list of exhibitors and prospective exhibitors to facilitate communications. Changes in exhibit operations and plans for the coming event are included. A promotion kit is also prepared by staff to entice exhibitors to renew their space commitments for the coming year.

Seminar Traditions

Many traditions have evolved in conjunction with the annual seminar and exhibits. Greetings from the White House first came from Dwight D. Eisenhower. This practice was renewed in 1972 when Richard Nixon sent his greetings. Since then, every president has honored the Society by sending a telegram read at the opening luncheon.

The Annual Meeting of the Membership has always been tied into the Society's largest event of the year. The Society's volunteer leaders and top staff executive report on activities and developments of the preceding 12 months and announce plans for the coming year. The results of the ASIS officers' election from among the ASIS Board of Directors are revealed. Incoming directors and officers are sworn in, and outgoing leaders are recognized for their contributions. The incoming president shares his or her vision for the coming year.

In keeping with the Society's roots in defense contractor security, DoD has participated in the seminar each year. Representatives of various DoD groups have demonstrated automated systems and answered questions concerning clearances,

inspections, and training materials. In 1968, the Defense Investigative Service chose the Annual ASIS Seminar and Exhibits as the occasion to announce its annual Cogswell Awards. The awards are named after ASIS member James S. Cogswell (USAF-Retired), who was the first chief of the Office of Industrial Security, Defense Contract Administration Services of the Defense Supply Agency. It honors excellence in the protection of US classifed information.

The awards presented to winners of the Society's poster, film, and slide contest have been staples at the annual seminar and exhibits since 1962. Established by the Security Education Committee, which was active at the Society's beginning, the contest drew 197 submissions in its first year. Winning entries have enhanced the exhibit hall ever since.

Today, the awards committee of the ASIS Board of Directors supervises the competition. As in the past, all entries must have been used in an in-house security education program only. Government and private industry categories have been established.

To preview and recap seminar and exhibits events, a daily newspaper debuted at the 27th Annual ASIS Seminar and Exbihits in 1981. Since then, the publications staff has reported on daily activities in the next morning's edition. In 1986, the newspaper began carrying advertising to give readers a preview of products and services available in the exhibit hall.

The Professional Certification Board (PCB) has taken advantage of the large number of CPPs in attendance by scheduling information exchanges. What began as an informal question-and-answer session has evolved into a breakfast gathering where CPPs are kept up to date on the CPP program.

An orientation for new ASIS members and demonstrations of ASISNET, the ASIS computer network, were added to the seminar

Members and spouses keep up to date on the seminar and exhibits through the daily newspaper.

and exhibits in 1988 and have become standard attractions. Since 1976, attendees have been able to purchase audiotapes of most sessions and luncheon speakers. These tapes are popular ways to catch missed sessions and share good speakers with coworkers.

To encourage attendance from every chapter, the ASIS Board of Directors decided in 1988 to extend one complimentary four-day registration to each chapter. The chapters have latitude in choosing the beneficiary of the free registration, and most use it as a meaningful way to acknowledge and reward the hard work of their members.

Although the seminar and exhibits does not kick off officially until Monday morning, the preceding weekend has seldom been without activity. The Society's boards and committees schedule meetings, and the ASIS CPP Review Course is held. Since the first CPP examination was instituted in 1978, the PCB has offered the exam to interested parties on the Sunday prior to the opening of the seminar and exhibits.

The largest gathering of security professionals in the United States has prompted many related groups to piggyback events of their own during the Annual ASIS Seminar and Exhibits. Former FBI agents among the Society's members have held an annual breakfast since 1986. Former agents of the Secret Service and Air Force Office of Special In-

vestigations, current and former members of military and law enforcement intelligence agencies, and graduates of the FBI's National Academy have also scheduled breakfasts during the week.

A Change of Pace

Opportunities to socialize, giving members time to relax or network with colleagues, have always been incorporated into the schedule. A get-acquainted mixer Sunday night helps attendees unwind from travel tensions, and a reception Monday evening honors the Society's president. Activities for registrants' spouses have been organized since the 1957 seminar. Since 1978 ASIS has sent registrants and their spouses home on a light note, closing the seminar and exhibits with an entertaining luncheon celebration.

Lounges are provided throughout the seminar and exhibits site so groups of members with like interests can congregate. Speakers and moderators, exhibitors, and *Security Management* advertisers all have designated rooms where they can relax or conduct private business.

The ASIS Quarter Century Club, persons who have been members for 25 years or more, can share recollections in their lounge. International members can become better acquainted with their professional colleagues throughout the world in the International Lounge. This lounge is always attractively decorated since the flags of each country represented by attendees are displayed there.

Since 1983, a formal dinner has been held during the seminar and exhibits to benefit the ASIS Foundation. Hundreds of guests turn out in support of the Foundation's endeavors. The winner of the Foundation's grand scholarship award is named, and the Foundation's president gives a progress report. For the past three years, W. H. Brownyard and Company has announced the winner of its "Security Guard of the Year Award" at the Foundation's annual dinner. ∎

Workshops and APCs: Expanding Educational Options

ASIS provides educational opportunities that meet a variety of needs, from the general to the specific. The ASIS Annual Seminar and Exhibits provides an unparalleled opportunity for security professionals to congregate, update their knowledge of resources, and get exposure to a broad range of security topics. ASIS workshops, on the other hand, address concentrations of interest, such as hospital security or computer security, in greater depth.

From the beginning, ASIS conducted its workshops primarily through chapters, committees, and councils. Occasionally the Society has teamed up with other organizations. When a timely subject—such as "Practical Law and the Security Professional"—falls within the purview of many committees, headquarters staff coordinates the program.

Chapter-produced workshops bring ASIS educational programs close to home. The Northern California Chapter (now called the San Francisco Bay Area Chapter) set the precedent back in 1957 with the first chapter workshop. In 1964 the Greater Los Angeles Chapter attracted 420 registrants to a one-day workshop that featured 32 exhibits. Nearly all of ASIS's many chapters now offer one or more workshops a year to members in their area.

Committee-organized workshops were added to the Society's educational programs in 1970, when the Banking and Finance Security committee (now Banking and Financial Services committee) and the Retail Security committee each conducted a workshop. For several years thereafter at least one committee sponsored an annual workshop.

In the late 1970s, when the Society's headquarters staff was larger and better prepared to support committees, the schedule of committee-sponsored workshops expanded. In 1977 six workshops were conducted, and more were added over the years as the membership and the number of committees increased. As the Society completed its 35th year, the year's educational schedule included 16 committee workshops and two headquarters-produced workshops.
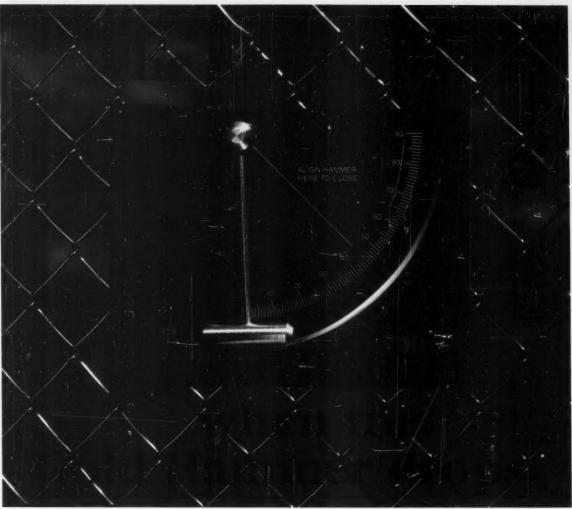
A healthy 92 percent of ASIS workshop participants say they would recommend the workshops they attended to colleagues. This number was compiled from critiques given all attendees. Also, 94 percent say they got their money's worth, suggesting that ASIS workshops effectively fill the need they were designed to meet.

Many committees have made their workshops annual events, and their high attendance each year is another indication of program quality. For example, in 1989 the Private Security Services Council held its 10th Advanced Guard Force Management workshop, the Standing Committee on Energy held its

The class of 1987—the first offering of APC III in Washington, DC.
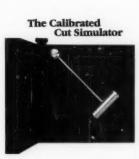
11th annual conference, and the Standing Committee on Utility Security conducted its 15th annual workshop. Attendance at all 1989 workshops surpassed 1,350.

The ASIS Standing Committee on Terrorist Activities has sponsored an annual Government/Industry Conference on Terrorism for eight years running. Top-level officials in agencies concerned with the terrorist threat have regularly headlined the program. Former Secretary of State George Schultz chose it as the forum in which to announce the creation of the state department's Overseas Security Advisory Council in 1984.

Occasionally the standard workshop fare of speakers and panel sessions has been supplemented with more unusual learning opportunities. The Standing Committee on Physical Security has stretched participants' skills at physical security design with on-site exercises at a variety of facilities, including Lindbergh Field Airport, Puget Sound Power and Light Company, Racal-Milgo Inc., Honeywell's Phoenix plant, Martin Marietta Aerospace, and Kennedy Space Center.

Attendees at a workshop on arson investigation, sponsored by the Standing Committee on Fire Prevention and Safety, benefited greatly from a tour of the evidence laboratories of the Bureau of Alcohol, Tobacco, and Firearms in Bethesda, MD. Workshops organized by the Standing Committee on Utility Security have incorporated tours of the Calvert Cliffs Nuclear Power Plant, the Tennessee Valley Authority, Sandia National Laboratories, and the Department of Energy's training facility.

ASIS has sponsored joint workshops with a variety of organizations. A health care security workshop was cosponsored in 1984 with the International Association for Hospital Security. A 1987 workshop was put together with the American Society of Personnel Administrators after a joint survey identified key concerns about "Assuring Today's Work Force Reliability." The Telecommunications Security Training Course, developed with the US Independent Telephone Association, has become an annual event.

Assets Protection Courses

Partly because the security field lacked formal academic programs, ASIS realized in the early 1970s that many security practitioners needed another educational format to help them improve their effectiveness.

To fill this gap, which persists to this day, ASIS developed courses that condensed college-level curricula into a week-long session. The Society's Professional Development Committee, which oversaw educational programs through the 1970s, established the ASIS Institute of Learning to provide a framework for a series of extended educational courses.

At about the same time, two past ASIS presidents, Richard Healy, CPP, and Timothy Walsh, CPP, were conducting courses in assets protection for the American Management Association. In 1973 another past president, Floyd Purvis, CPP, chaired the ASIS Professional Development Committee. With sponsorship from his employer, Texas Instruments Inc., Purvis and his committee arranged for the Healy and Walsh course to be conducted for the Society in Dallas. One hundred forty-two registrants attended what was then called The Comprehensive Assets Security Course.

Demand for this first ASIS Institute of Learning program soon justified increasing its frequency to twice a year. By 1982, additional levels of the course were made available. Healy and Walsh also put together the Advanced Security Management Program (ASMP), which focused on management topics, such as finance, as they relate to security. Limited to a small number of registrants, ASMP was offered once a year through 1983.

Today, the basic assets security course is called Assets Protection Course (APC) I: Concepts and Methods. APC II: Practical Applications was introduced in 1984, the same year the APCs were accredited so graduates could earn continuing education units (CEUs). APC III: Functional Management was added to the series in 1987. A fourth program, "Executive Update," is on the drawing board.

In the early days of the APCs, Healy and Walsh were each instructing eight hours on the first day, with the registrants split into two groups. No longer dominated by any single speaker, each of the APCs is now taught by a cadre of regular instructors.

Registrants are provided with a wealth of handouts at each course. The *Protection of Assets Manual*, an unmatched resource, was adopted as the APC I text in the mid-1970s, and having the authors as instructors has been very good for the program. Authors of the texts used in APC II are also regular lecturers in that program.

APC I was conducted in London in 1976 as ASIS's first overseas effort. Another was held in Brussels the following year, and ASIS took the program back to London in the early 1980s. Recently the Society began offering the Assets Protection Course overseas when a chapter or other sponsoring organization can cover expenses, recruit attendees, handle logistics in its locale, and pay ASIS a management fee for organizing speakers and program materials. In this way ASIS is able to spread the benefits of the program without taking undue risk.

APC I was conducted on this basis for oil industry personnel in Venezuela in 1987 and for 185 people under the auspices of the Spain Chapter in 1989. The Spain Chapter arranged for simultaneous Spanish translations during the presentations, meaning the APC I faculty used in the United States could participate. All handouts were

also translated. As an extra boost to ASIS's overseas endeavors, a Spanish security magazine interviewed all the APC speakers.

CPP Review Course

A review course aimed at helping candidates prepare for the examination leading to the Certified Protection Professional (CPP) credential also was launched within the framework of the ASIS Institute of Learning. With the advent of the CPP program, ASIS realized that many persons preparing for the exam could benefit from study guidance. In response, a review course was organized in 1978.

Like other review courses available throughout the country, the ASIS CPP Review Course is based on information prepared by the Professional Certification Board and given to anyone who inquires about the content of the CPP exam. Neither the developers of the review course nor any of the course's faculty members have access to the actual CPP exam.

The ASIS CPP Review Course was revised substantially in 1982. Believing the course should mark the beginning of a person's study effort rather than be a last-minute refresher, the course now includes individual counseling to aid participants in devising personalized study plans. Lectures provide an overview of the basic concepts of all mandatory exam subjects and of selected optional exam subjects.

Instructor George Moore prepared a 600-page study guide for use in the review course that presents 1,000 sample questions and answers in the format used in the CPP exam as well as basic fact sheets and bibliographies. Participants also take a practice test that simulates the format and conditions candidates will encounter when taking the actual CPP exam.

Advice from Professionals

As the Society matured, the benefits of tapping professional academic expertise to assist in rounding out ASIS's educational programs were recognized. In 1981, two respected educators and ASIS members were recruited as the Society's first official academic advisors— John Ellison, PhD, associate dean of the Industrial College of the Armed Forces, and George Moore, PhD, program head and associate professor of Administration of Justice at Northern Virginia Community College.

Advisors Ellison and Moore prepared a short-range plan for ASIS education programs and a long-range plan to carry the Society through 1986. James A. O'Connor, CPP, head of the Administration of Justice Department at Northern Virginia Community College, became the Society's academic advisor in 1986, and an Academic Advisory Council was formed. The ASIS executive vice president chairs the council, which meets once a year.

Serving on the council are the Society's academic advisor, selected committee chairmen who have been active in organizing workshop and seminar programs, member representatives who have attended a range of ASIS programs, and several instructors from the APCs.

One initial undertaking of the Academic Advisory Council was the formulation of a mission statement and objectives for the Society's educational programs. These have been adopted by the ASIS Board of Directors and were incorporated into the ASIS Policy Guide in September 1989.

According to the objectives, ASIS educational programs are to cover a range of content and formats, including programs that convey the information fundamental to professional security practice. Other programs are to be offered periodically to accommodate the need for progressive development in narrower security specialties. The Society is also to incorporate into its programs regular means of bringing security professionals up to date on threats, security management practices, and technology.
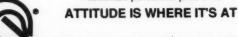
Once these educational objectives were established, the Academic Advisory Council focused on making improvements in ASIS's existing programs. The council developed guidelines for seminar sessions covering speakers, moderators, and panels that have become a standard resource for all volunteer leaders involved in ASIS programming. ∎
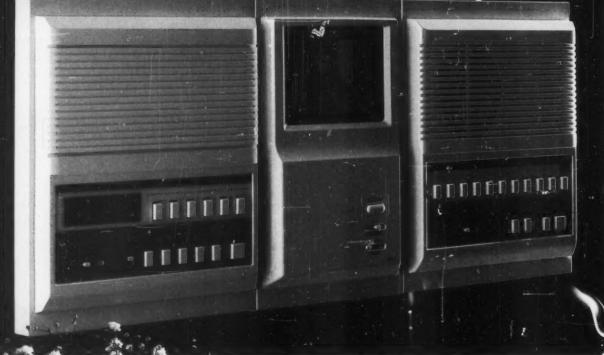
Some people will tear our new system apart.

Spreading the Word:
ASIS in Print

ASIS committed itself to the role of publisher in its articles of incorporation. A variety of print communications was envisioned, but the road from concept to reality was traveled slowly. As with all its initial endeavors, ASIS's early publications were the products of dedicated volunteers.

The Society's debut in print was a brochure presenting its aims, purposes, and benefits. The brochure was prepared by the first ASIS president, Paul Hansen, with help from two colleagues at his employer, Reynolds Metals Company. Called *Industrial Security Has Come of Age*, the brochure was printed through the efforts of Albert Tuohy, who chaired the ASIS Public Relations Committee, one of the Society's first committees.

Among the benefits promised in this ambitious prediction of the Society's future was "a monthly magazine which will be the recognized professional journal of security. . . . Special letters, pamphlets, and other media will be published and distributed to members as the occasion demands."

The brochure also promised a membership directory that "will enable security supervisors to keep in more intimate contact with other members of the profession and, when need be, to enlist the help and cooperation of each other."

To fulfill these promises, a Publications Committee was established to solicit publishable articles, develop publication policies, and ultimately supervise the editing and dissemination of a professional

magazine. Almost two years would pass, however, before the committee was able to assemble all the components necessary to produce a magazine.

Meanwhile, the committee's chairman, William Corrigan, took the lead in producing an informal *ASIS Report*. The report premiered in March 1956 through the generous support of Corrigan's employer, Ford Motor Company. Four issues of *ASIS Report* were published in 1956; by December the report had grown to 37 pages. Its contents mainly recapped the proceedings of the Society's first two annual meetings.

In April 1956, Volume 1 No. 1 of a two-page ASIS newsletter went out accompanied by a list of the Society's 257 charter members. Intended to be "an informal, chatty paper with news of members, chapters, and Society happenings," the

Walt Handley (standing) presents a banner to Sid Rubenstein on behalf of the Washington, DC, Chapter.

newsletter was prepared initially by Russell White, the Society's secretary at the time. When White became ASIS's second president, he continued to edit this forerunner of the Society's current newsletter, *Dynamics*.

Industrial Security Rolls Off the Press

In early 1957, the executive committee of the ASIS Board of Directors met to launch an official magazine. Col. Sidney Rubenstein became chairman of the Publications Committee and editor of the new magazine. The membership was asked to suggest names for the publication, which was to be published quarterly, then bimonthly, and finally monthly when ASIS could assume the financial risk.

Rubenstein offered "Industrial Security" as a possible title; the executive committee was lukewarm in its reception and suggested the name could be used temporarily pending the receipt of other suggestions. But no others were greeted more enthusiastically, and the name was adopted.

Under Rubenstein's guidance, the first issue of *Industrial Security* appeared in July 1957. George Washington was pictured on the cover. The 28-page issue included a dedication by ASIS President White, four feature articles, a preview of the Society's next convention, and a column written by Virginia Egelston, staff secretary at ASIS headquarters. Six advertisers purchased space in the premier issue (see **Exhibit 1**).

In his monty report to members, President White wrote, "There have

been comments that our standard in the first issue [of *Industrial Security*] has been set so high we shall have difficulty maintaining it." White challenged members to prove the observation wrong by contributing articles. Response to that challenge has sustained the Society's magazine ever since.

Rubenstein guided the next three issues of *Industrial Security* until a military transfer took him out of the country. Early ASIS leaders felt indebted to Rubenstein, whose time-consuming but capable efforts set a precedent for future ASIS publications.

Building Traditions

Industrial Security showed its first profit in 1959. That year the ASIS Board of Directors approved a plan to give chapters a 20-percent-of-net rebate for advertising commitments obtained by chapter representatives.

At the Society's sixth annual meeting the following year, former ASIS President Paul Hansen praised those suppliers who had helped offset publishing expenses by purchasing advertising space. He admitted ASIS needed the financial help of these suppliers and reminded members "it is only equitable and good business practice for members to support the vendors who do business with the Society." Hansen concluded that if members supported advertisers, "in time we shall influence others to come to us for their advertising."

To recognize editorial contributors to *Industrial Security*, an award for the best article of the year was established by the Publications Committee. The first record of a recipient is mentioned in reports of the 1960 annual meeting and seminar. Albert Deere, the third president of ASIS, received the award for his article "The Plant Security System for Prevention of Sabotage and Espionage," which appeared in the July 1960 issue.

A milestone for *Industrial Security* was reached in 1960 through the

efforts of the ASIS Disaster and Emergency Planning Committee. That same July issue included 38 articles that focused on planning and preparing for industrial defense and survival. ASIS gained wide exposure when the US Office of Civil and Defense Mobilization (OCDM) purchased 50,000 reprints. Based on this success, authors were asked to update their articles, and a second special issue on the same topic was produced in July 1962; this time OCDM ordered 100,000 reprints.

Virgil Couch, charter member of ASIS, was director of the industry office of OCDM. Known as "Mr. Industrial Defense," Couch collaborated with ASIS on the preparation of these special issues. He later was named an honorary member of the Society for these and other contributions.

Exhibit 1
Premiere Issue of
Industrial Security

Contents

"Industrial Security in Creole," by E. H. Adkins, Jr., coordinator of industrial service, Creole Petroleum Corporation, Caracas, Venezuela.

"Security Policy in the Department of Defense," by A. Tyler Port, director of the office of personnel security policy, Office of the Assistant Secretary of Defense.

"Security's Role in Engineering Total Peace," by Major General Joseph F. Carroll, deputy inspector general for security at headquarters, United States Air Force.

"The Railroad Police," by George A. Callahan, manager of protection services, New York, New Haven, and Hartford Railroad Company.

Advertisers

American District Telegraph Company
Walter Kidde and Company Inc.
Mosler Research Products Inc.
Radio Corporation of America
Reynolds Metals Company
Whitehead and Company Inc.

In 1964, ASIS's new executive director, William D. Wright, Jr., assumed the responsibilities of editor for *Industrial Security*. Its frequency was increased to bimonthly in June 1965. Reports note that the magazine would be published "as close to the first of the month as possible." A special 162-page decennial issue was published in October of that year. This informative and fascinating keepsake details the Society's first decade.

Advertising commitments were still the purview of chapter representatives in the mid-1960s when a serious campaign was begun to increase sales. To help with promotion efforts, an advertising brochure was prepared by headquarters. A membership profile establishing the purchasing influence of the readership, published in the June 1967 issue of *Industrial Security*, doubled as a promotional tool. A list of 600 actual and potential advertisers was furnished to chapters.

Setting the Stage for Security Management

By 1969 the Society had a staff publications manager, who redesigned the cover of *Industrial Security* and revitalized an ASIS newsletter. Advertising grew significantly at this time, as did the number of nonmember subscribers. The cost of producing a magazine, however, continued to be a significant drain on the Society's finances.

Following a two-year study of the Society's publications, the magazine was deemed to be a valuable and necessary service to the profession. To reduce costs and ensure the magazine's long-term health, an outside firm was enlisted in 1972 to take over advertising sales and magazine production. For the October/November issue, the magazine's name was changed to *Security Management*, reflecting a new editorial focus.

The inaugural issue of *Security Management* included nine articles and 11 columns in 48 pages. Twenty

Through the years, the Society's official magazine has featured a variety of looks. These issues are from (l to r) January 1980, September 1973, and July 1957.

advertisers appeared in the issue (see **Exhibit 2**), which was compiled by a staff editor. One article urged members to write for the magazine, noting the ASIS Board of Directors had recently authorized payment of up to $125 for contributions. Whether any authors actually received payment, considering the Society's dismal financial picture, remains undocumented.

The article also pointed out the professional advantages of being a published author and concluded with this admonition: "When you go on to retirement from an active life in industrial security, some people who have read your articles in our magazine may be able to say that you can't write, but they can't say you haven't written."

Despite a promising new start on the publishing front, ASIS's relationship with the outside production and advertising firm was short-lived, and these efforts returned in-house in 1974. Once again, budget constraints changed the fortunes of the Society's publishing ventures. The ASIS newsletter was discontinued, and news of ASIS activities was incorporated into *Security Management* in a column called "ASIS Dynamics."

ASIS's 20th anniversary was observed with a 104-page vicennial issue of *Security Management* in September 1975. Late that year, *ASIS Dynamics* was spun off, thus rees-

tablishing a separate Society newsletter.

In October 1977, the North American Publishing Company proposed acquiring *Security Management* and continuing to distribute it as the official publication of ASIS. The ASIS Board of Directors rejected the offer and shortly thereafter approved a staff proposal to make *Security Management* monthly.

Interestingly, the board's primary concern in making that decision was whether enough quality

content could be generated month after month. Despite the Society's informal ratio of 60 percent editorial to 40 percent advertising in each issue, the concern has proved to be unfounded. But the magazine's fortunes rested on its ability to consistently produce a highly attractive editorial climate that would encourage articles from respected authors and attract steady advertisers.

By August 1981, ad revenue for a single issue equalled that realized from all six issues in 1975. The September 1984 issue carried more ad pages than all 12 issues in 1978. By 1986 *Security Management* topped $1.25 million in advertising revenue and published its first issue with more than 100 ad pages. In 1989, the 12 issues of the magazine totaled 1,736 published pages—1,104 were editorial and 632 were advertising. Revenue surpassed $1.7 million.

The upward trend for advertising pages and revenue has continued through efforts that now include a network of professional sales representatives throughout the United States and custom-designed computer software that

Cover stories for recent issues of *Security Management* span the spectrum of security concerns, from insurance fraud to hotel security to disaster management.

tracks advertising histories and promotion. In the process, *Security Management* has secured its position as the leading source of comprehensive information in the security field.

An Indispensable Resource

Security Management's editorial content has mirrored the ever-increasing diversity of the ASIS membership. The magazine has covered the ordinary and the extraordinary in its efforts to disseminate information that will equip members to handle their responsibilities more effectively.

Articles published in *Security Management* are written by unpaid contributors from the ASIS membership and the security profession at large. ASIS committees and educational programs have proven to be fertile ground for recruiting authors willing to share their expertise and experiences with peers. The editorial staff also researches and writes article on topics not readily available through outside contributors.

"Getting into Print," a booklet describing the magazine's publishing policies and writing suggestions, is available to potential authors. Each year the editorial staff also compiles a forecast of topics to be covered in each issue. While the editorial calendar includes four or five subjects, between 12 and 25 articles are published in every issue. As a result, ample room is available for article ideas originating with authors.

Articles have discussed the pros and cons of various approaches to security responsibilities, reviewed the basics and the state of the art in security technology, and analyzed legal issues facing security practitioners. In 1988, special sections (minimagazines) on technologies commonly used in security applications were introduced as adjuncts to regular issues of *Security Management*. By the end of 1990, six special sections will have been produced, covering such topics as

access control, CCTV, computer security, and preemployement screening.

In addition, columns in *Security Management* focus on topics relevant to all security practitioners (see **Exhibit 3**). From updates on federal legislation to products recently introduced in the marketplace, *Security Management* readers have the advantage of one resource for the

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Exhibit 2
Advertisers in *Security Management*'s Premiere Issue October/November 1972

Advance Industrial Security, Atlanta, GA

Becton, Dickinson and Company, Rutherford, NJ

Best Lock Corporation, Indianapolis, IN

Detection Systems Incorporated, East Rochester, NY

Detex Corporation, Chicago, IL

Federal Sign & Signal Corporation, Chicago, IL

F. G. Mason Engineering Incorporated, Fairfield, CT

Guardsmark Incorporated, Memphis, TN

Globe Security Systems Incorporated, Philadelphia, PA

Johnson Service Company, Madison, WI

Multra-Guard Incorporated, Hampton, VA

Oak Security Incorporated, Madison, WI (two full pages)

OHM Manufacturing Corporation, Hawthorne, NY

Omni Spectra Incorporated, Tempe, AZ

Par-Kut International Incorporated, Mount Clemens, MI

Perey Turnstiles, New York, NY

Rusco Electronic Systems, Pasadena, CA

Sargent & Company, New Haven, CT

Simplex Security Systems Incorporated, Collinsville, CT

True Security Industries Incorporated, Falls Church, VA

Advertisers whose names are in italics have continued to advertise in Security Management, *although their names and locations may have changed slightly through the years.*

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pertinent information they need to enhance their effectiveness on the job.

What Do You Think?

The publications staff does not assume the focus of the magazine matches the needs of readers issue after issue. An extensive program of reader feedback was instituted in the mid-1980s to gauge how readers feel about *Security Management*, its advertisers, and its editorial content. Through surveys conducted by independent researchers, important information on the security industry and *Security Management* readers has been compiled.

For example, since 1986 Readex Inc., a publications research firm in St. Paul, MN, has asked 300 readers periodically to walk through a second copy of the magazine and write their comments on the actual pages. Readers are not shy about giving candid feedback on articles, columns, artwork, advertisements, and even the contents page. Cumulative percentages are compiled for articles and columns that readers found interesting. *Security Management* content has consistently surpassed those percentages considered acceptable by Readex.

Advertisements are also rated by readers as they peruse a second copy of a recent issue. Percentages compiled from these responses are based on whether readers remember seeing the ad before. Over time, this comparative data can be used by advertisers to gauge the effectiveness of their advertising materials.

More in-depth research useful to the security industry has been conducted on behalf of *Security Management* by Don Bowdren Associates, a market research firm based in Huntington, CT. Three types of studies have been conducted: a 1989 omnibus marketing study, which asked questions submitted by advertisers about readers' purchasing preferences; 1989 and 1990 brand awareness/decision makers studies, which gave comparative informa-

tion on vendors in specific product categories; and 1988 and 1990 *Security Management* subscriber studies, which profiled readers and elicited their views on a variety of topics.

These last studies are especially revealing about today's security professionals and their reading habits. Statistics gathered show a demographic profile of readers, why they join ASIS, what sources they use to get professional information, and how they use and read *Security Management*.

Specifically, 70 percent of ASIS members joined the Society to receive *Security Management* and 86 percent read *Security Management* for information on security products and services. Seventy-seven percent refer back to an issue between one and three times, the majority spend an average of one hour reading the magazine each month, and 72 percent save it for future reference. The survey also forms a business profile of readers, detailing the types of industries they work in as well as job responsibilities and interests.

The publications staff uses this information to fine-tune editorial content and present pertinent information to current and potential advertisers. The ASIS staff uses the data when planning sites and topics for educational programs and to better understand the membership and its preferences.

Security Management has also elicited feedback from its peers in the publishing industry by entering national design competitions. The magazine has won numerous awards for design excellence in recent years from such well-known groups as *Print* magazine, *Graphic Design USA*, the Art Directors Club of Metropolitan Washington, the New York Art Directors Club, and the prestigious Society of Publication Designers (see **Exhibit 4**).

There's More . . .

In 1983, a Spanish-language version of *Security Management* was made available through a contract with Consultora Europea de Servicios, SA. This Madrid-based company translates selected articles and columns from *Security Management* into Spanish and publishes them in a bimontly magazine of more than 100 pages. The issues are available by subscription to security professionals in Spanish-speaking countries or elsewhere. *Selecciones de Security Management* has helped spread the Society's reputation and the magazine's influence beyond US borders.

The ASIS publications department has added to its security offerings by repackaging articles that have appeared in *Security Management* in reprint collections. Recent articles on specific security specialties are grouped together for easy reference.

The first of more than 20 such collections appeared in 1978. The series covers such topics as terrorism, security technology, and investigations. Two booklets, one on substance abuse and another on liability, were added to the group in 1990.

In addition, five volumes of *Readings from Security Management* have been published as books in cooperation with Butterworth Publishers. They cover the following topics:

- Security Management (1984)
- Physical Security (1986)
- Computer Security (1987)
- Current Issues in Security Management (1988)
- Security Training (1989)

An index of articles and authors in *Industrial Security/Security Management* through 1978 was compiled by staff, and in 1984 a 26-year cumulative index to *Security Management* and *Industrial Security* was completed. An index to each year's articles is included with the December issue.

Covering the Society: *Dynamics*

As ASIS spread in size and scope, so too did the number of noteworthy Society activities. To accommodate reports of these activities, the number of pages in the Society's bimontly newsletter, *Dynamics*, was doubled in 1984, from eight pages to 16 pages. In 1990, Society activities at the chapter, regional, and international level had increased to such an extent that the number of pages in regular issues of *Dynamics* was increased to 24.

Exhibit 3
Regular Columns in
Security Management

ASIS Events—a calendar of ASIS activities

ASIS Foundation—news about the ASIS Foundation's fund-raising efforts and programs

ASIS in Action—reports on ASIS activities

Can You Help a Reader?—questions from readers to be answered by other readers

CPP Progress Report—short articles about certification activities

Legal Reporter—a synopsis of bills pending in the US Congress relating to security and of pertinent federal court decisions

Management!—tips on management practices

Media Monitor—views of security by the media

On the Market—announcements of new security products

Our Readers Comment—letters to the editor

Pentagon Corner—tips on DoD compliance from the Defense Investigative Service

Publications Review—reviews of newly released books and tapes

Security Observer—announcements pertaining to "ASIS Members on the Move," "Who's News," and "Around the Industry"; also, commentary and news stories on events

Viewpoint—guest commentary on security issues

Columns in *Dynamics* include "Legislative Alert," which covers security-related legislation at the state level, "Information Central Station," which gives the latest news from the Society's Information Resources Center, and "Portfolio," which highlights accomplishments of individual members. Perhaps the best-read section of *Dynamics* is "Chapter News," which recaps specific chapter activites and shares ideas for successful programs.

Advertising sold in *Dynamics*, particularly in the annual directory issue, offsets a portion of the sizable expense of that valuable member resource. Current sales efforts have boosted revenue to a point where it adds significantly to the publication department's budget. Like *Security Management*, a portion of each member's dues under-writes the publication of the Society's newsletter.

Specialty Publications

Special publication projects have been undertaken from time to time that seek to spread the word about private security and ASIS beyond the security industry. Among such projects have been special sections in *Fortune* in September 1974, *The Wall Street Journal* in August 1978, and *Dun's Business Month* in December 1982 and September 1986.

In addition to periodicals, the Society has made a variety of contributions to the security information in print. Many of the materials were generated by ASIS's standing committees.

Recently, ASIS has collaborated with Bell Atlantic to launch the *Security Industry Buyers Guide*, a com-prehensive directory of security products and services provided to all members at no charge. Three years were spent developing the first edition of the guide, which was released in 1987. ASIS publications staff and members participated extensively in advising Bell Atlantic on what information should be collected and how it should be presented.

Members John Strauchs, CPP, and Ralph Ward, CPP, played a particularly important role in identifying relevant decision-making criteria and suggesting appropriate terminology. They have recommended revisions and additions to improve each successive issue of the annual *Security Industry Buyers Guide*.

The Society has also made arrangements for ASIS members to receive other important publications. The four-volume *Protection of Assets Manual*, published by the Merritt Company, and *Compensation in the Security/Loss Prevention Field*, the result of a biennial survey conducted by Abbott, Langer & Associates, are available from the publishers or the ASIS catalog.

In 1988, the ASIS Foundation reached an agreement with Butterworth Publishers to coproduce *Security Journal*, a quarterly journal that serves as a forum for original research and applied findings in industrial, commercial, institutional, and governmental security. The premier issue of *Security Journal* debuted at the 35th Annual ASIS Seminar and Exhibits in Nashville, TN. The journal is available by subscription; ASIS members receive a reduced rate on the subscription price.

Organizational Tools

A number of publications have been created by ASIS to strengthen the Society's operations. Since 1957, a monthly President's Report has kept all volunteer leaders informed of important developments and leadership activities. A policy guide was developed for all volunteer

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Exhibit 4
Awards Presented to *Security Management*

Art Directors' Club of Metropolitan Washington
    Award of Merit—1987/88
    Award of Merit—1988/89
Graphic Design USA
    Desi Award—1987 (4 awards)
    Desi Award—1988
Illustrators Club of Washington
    Award of Merit—1988 (4 awards)
    Award of Merit—1989 (2 awards)
New York Art Directors' Club
    Award of Merit—1986/87
Print Regional Design Annual
    Certificate of Design Excellence—1986
    Award of Merit—1989
Society of Illustrators
    Award of Merit—1989
Society of National Association Publications
    Award of Merit—1984
Society of Publication Designers
    Award of Merit—1988
    Award of Merit—1989 (2 awards)
Studio Magazine
    Award of Merit—1989

leaders in 1961 and has been updated regularly since. A programming guide for chapters was written in 1964 by the program committee and was revised in 1967. It was joined by a chapter public relations guide in 1974.

In 1981, handbooks for chapters, committees, and regional vice presidents were prepared, and in 1988 ASIS directors received their own guide. Chapter newsletter editors began receiving a special kit containing ideas and camera-ready reproduction materials in 1988. A special pamphlet for speakers, *Before You Get to the Microphone . . . ,* was made available to standing committees preparing workshops and seminar programs in the early 1980s.

A periodic newsletter for the expanding group of CPPs has been published by the Professional Certification Board since 1985. The newsletter keeps CPPs informed about changes in the program, reminds them about recertification opportunities, and encourages their continued participation in promoting the program and contributing prospective questions.

In 1988, the placement department at headquarters began circulating a newsletter to candidates in its files. It focuses on tips for handling a job search successfully. A quarterly newsletter for chapter officers, *Directions*, was first distributed in 1989. It contains useful information to assist officers in operating their chapters successfully.

Six months before the opening of the Annual ASIS Seminar and Exhibits, the Society begins distributing a special newsletter for exhibitors. Named after the city where the seminar and exhibits will be held, the newsletter conveys announcements and news to help ensure all the details that surround the setting up of the exhibit hall are handled smoothly. Since 1985, four issues of this newsletter have been produced each year.

The number of publications produced by or in conjunction with ASIS each year attests to the Society's commitment to communication as the key to success. Members rely on ASIS to provide information that will help them succeed professionally. They want to share views and news with colleagues. They need to keep up with the ever-changing challenges and technologies in the security field.

Members deserve to know what their Society is doing for them. Volunteer leaders need to know tried-and-true ways of handling their responsibilities. Exhibitors depend on helpful tips to maximize their sizable investment. CPPs need to keep up with the details of recertification.

Through the years, the leaders of ASIS dedicated to the Society's survival have learned a good lesson from their academic counterparts: publish or perish! ∎

Poised for Greatness

From the Society's inception its founders envisioned that ASIS would undertake activities to improve the security management profession, specifically research and academic development. Toward that end, a Research Committee was established in 1958.

The purpose of this committee, according to the 1959 ASIS Policy Guide, was to promote, fund, and initiate research in the industrial security field, both within ASIS and outside the organization. Specifically, the committee was charged with determining what phases of industrial security might attract the interest and financial support of an established foundation, and then match worthwhile research projects with a suitable foundation.

Interestingly enough, one of the directives of the original Research Committee was to recommend qualified applicants for a staff research director position to the ASIS Board of Directors. Assisted by other staff members, this person would take the lead in developing proposed research projects. This goal would not be fulfilled for nearly 25 years.

The committee embarked on its mission with enthusiasm. It reviewed many projects and proposed several it felt held merit. Among them was a proposal for research on personnel analysis submitted in 1961 to the National Aeronautics & Space Administration. Another led to collaboration with the US Office of Civil Defense. A central library of industrial security resulted from the combined efforts of the Research Committee and Michigan State University.
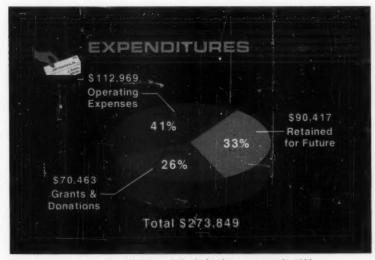
Meanwhile, during 1961 the ASIS Professional Criteria Committee was actively pursuing the development of a research center in conjunction with Michigan State University and the University of Southern California. That same year, this committee's attempts to foster model college courses at various universities was expanded. A model course outline developed by Timothy Walsh was approved by the ASIS Board of Directors and distributed to all chapters with the understanding that they would share the outline with local colleges.

Over the years, the Society's leaders had discussed the possibility of soliciting grants and endowments from corporations and national foundations to fund the research and academic projects initiated by these committees. But no organized effort was launched on this front. Still, all agreed the Society could spearhead research that would not only benefit ASIS members and the security profession but also enhance national security.

In 1964, the ASIS Board of Directors decided the Society should solicit and accept financial contributions for activities in support of ASIS's stated objectives. But the Society's efforts to secure funding for specific projects were unsuccessful. The lack of a tax-exempt status was seen as a major obstacle. The obvious solution was for the ASIS board to set up a separate, nonprofit foundation that could qualify to receive tax-exempt contributions.

The ASIS Foundation was incorporated in Washington, DC, on October 26, 1966. In the spring of 1967, the Internal Revenue Service

EXPENDITURES

$112,969
Operating Expenses

41%

33%

$90,417
Retained for Future

26%

$70,463
Grants & Donations

Total $273,849

This chart shows how the ASIS Foundation's funds were spent in 1989.

recognized the ASIS Foundation as an educational and charitable organization and granted it (501)(c)(3) status, making it eligible to receive tax-deductible contributions.

Early that same year, a board of directors was formed at an organizational meeting, with Timothy Walsh as the first president. Also serving on the initial Foundation Board were Sidney Rubenstein, Richard Cross, and E. J. Criscuoli, Jr. The Society's staff executive director, William D. Wright, Jr., was appointed executive director of the Foundation as well.

At the Foundation Board's first meeting, six objectives were set (see **Exhibit 1**). The mandates of the Research Committee and the academic aspects of the Professional Criteria Committee's work were

The 1978 ASIS Foundation Board pauses in its deliberations: (l to r) Charlie Buckley, Cloyd Beaver, Jack Buckley, and Bob Donovan.

Exhibit 1
ASIS Foundation Objectives

1. To survey universities and colleges with industrial security courses as a step toward assisting with the development of more such courses and improving existing ones.
2. To establish and prescribe conditions for grants and/or loans to selected colleges and universities with industrial security programs for in-depth studies of subjects in which instruction is offered.
3. To determine the availability of bibliographic material concerning industrial security and to provide finanical assistance in preparation of new or revised industrial security bibliographies.
4. To purchase all relevant book titles in English and in selected foreign languages, to catalog, abstract, and store them at the Foundation's headquarters, and to finance or assist in the financing of distribution of such abstracts to interested persons.
5. To assist in financing the distribution of *Industrial Security* magazine to selected university and public libraries.
6. To solicit gifts, bequests, donations, and grants in money and property to achieve these objectives.

combined under the Foundation's umbrella. These objectives continue to provide a focal point for the Foundation's endeavors.

Fund-Raising Ups and Downs

The new Foundation faced a dual challenge: design programs worthy of financial support from the security and business community and raise funds to see these programs reach fruition. Since the two committees that preceded the Foundation had achieved some success in program development, the more pressing concern for the Foundation Board was fund raising.

The Foundation's tax-exempt status did not automatically attract substantial funding. Individual ASIS members donated funds, often in memory of deceased colleagues. ASIS chapters contributed from time to time, generally earmarking the proceeds from a specific function as a Foundation gift. Nonetheless, by 1979, the total raised by the Foundation in that year was $4,300.

The picture did not improve for quite a while. Robert Donovan, president of the Foundation Board in 1980, urged ASIS members to support the Foundation, challenging them to help build something of value. "We can look upon our working lives as just the laying of so many bricks without end or purpose, or we can try to make the world a better place than we found it by leaving something of substance behind us," he said in a report to members at the 26th Annual ASIS Seminar and Exhibits in Miami Beach, FL. In addition to personal contributions, Donovan asked members to elicit funding of the Foundation through grants from their employers.

Two years later, the seminar and exhibits provided another major fund-raising opportunity for the Foundation. A black-tie dinner to benefit the Foundation was held in conjunction with the 1983 Annual ASIS Seminar and Exhibits in Washington, DC. The event was successful not only because it gave the Foundation visibility, but also

because it succeeded in its fund-raising objectives.

Despite these initiates, however, the Foundation's total income in 1983 was only $15,113. The money was spent primarily on funding a few scholarship grants. Because fund-raising had been lackluster, the programming objectives set at the Foundation's inception could not be sustained, much less expanded.

A Shot in the Arm

The 1984 Foundation Board approached the ASIS Board of Directors for assistance. An independent management consultant with long-range planning and financial development expertise was hired to examine the Foundation's situation and recommend a plan of action.

A market survey of ASIS members and contacts in industry and academia was conducted to identify appropriate objectives for the Foundation and to ascertain the potential for sufficient support. In 1985, following this assessment, ASIS granted the Foundation a $100,000 line of credit so it could operate while viable programs were established.

The ASIS board also approved the hiring of a full-time staff director with fund-raising experience. Although an employee of ASIS, the Foundation staff director helps implement the fund-raising and programming goals of the Foundation Board.

In the mid-1980s, the Foundation embarked on an ambitious effort to secure sound financial footing. In 1984, the Foundation raised approximately $26,000. In 1988 giving totaled nearly $193,000. A fund-raising goal of $215,000 was set for 1989, a goal many thought was unrealistic. But by year-end, total giving surpassed $273,000. A target of $300,000 in grants and donations has been established for 1990.

Almost three fourths of the 1985 line of credit was applied toward direct expenses for the next two years. But by 1988 the Foundation had repaid the money and was operating in the black. While the Society continues to furnish a staff director and secretarial support to the Foundation, this expense is scheduled to be assumed by the Foundation in 1992.

Making a Mark on the Profession

Fund-raising successes only tell half the story of the Foundation's efforts. The Foundation has used the money it has raised to fund scholarships, educational programs, research, and publications. While these programs reached new prominence in the late 1980s, the programming goals of the Foundation have always centered on these four project categories.

To recognize outstanding scholastic achievement and encourage students showing professional promise, the ASIS Foundation has, for many years, sponsored scholarships for both undergraduate and graduate students.

The current scholarship program represents a long-standing commitment to ASIS chapters. Funds are solicited locally by ASIS chapters and awarded through the Foundation to local students identified by the chapters. Chapter scholarship winners become eligible for a regional scholarship from the Foundation. One regional winner is then selected to receive another Foundation-sponsored grand scholarship award.

Effective in 1990, a new writing prize of $500 will be awarded to winning papers selected from among those submitted by chapter scholarship winners. The Foundation's regional scholarship grants will be double the amount awarded by the local chapter. Finally, the recipient of the grand scholarship award will receive $2,500 from the Foundation.

The student receiving the grand scholarship award is honored at the Foundation Dinner held each year at the Annual ASIS Seminar and Exbihits. Winners have represented many chapters, a variety of educational institutions, and numerous security-related academic disciplines. The most distinguishing credential of each winner is that he or she has demonstrated the potential to contribute to the security field.

Education Bonanza

Perhaps the Foundation has made its most profound contribution to the security profession in education. In 1969 the Foundation's board optimistically authorized $20,000 to establish a security library at ASIS headquarters, pending collection of the funds. But more than 10 years passed before the Foundation was in a position to expend any funds for the library project. In 1982 and 1983, the Foundation funded the initial cataloging of the accumulated books that became the basis of the ASIS O. P. Norton Information Resources Center.

Attention turned to encouraging the development of academic courses in industrial security between 1970 and 1972. The Foundation Board formulated and published *Academic Guidelines for Security and Loss Prevention Programs in Community and Junior Colleges* in conjunction with the American Association of Junior Colleges. This book was updated in 1975.

Two more books were compiled and published by the Foundation in the early 1980s: *Career Opportunities in Security and Loss Prevention: A Directory of Academic Offerings* and *Establishing Baccalaureate Programs in Security and Loss Prevention.*

The Foundation's next major accomplishment on the academic front came in 1988 with the debut of a master's degree program for security practitioners developed jointly with Central Michigan University (CMU). This pilot program is designed for cohort groups of at least 30 security professionals who meet for classes on weekends to earn a 36-credit-hour master of science in administration degree with a se-

curity management focus. CMU cohort groups in Washington, DC, Philadelphia, and Dallas will receive their degrees in 1990.

Through this cooperative effort, the Foundation has assessed the feasibility of setting up cohort master's degree programs with other universities. The cohort concept proved to be a viable alternative to traditional education for working adults seeking advanced academic credentials. Classes are close to home, conveniently scheduled, and based on interaction between peers and professors. Working with CMU

Exhibit 2
Winners of ASIS Foundation Research Grants

"Employee Drug Screening by Hair Analysis"
—*Dr. Werner Baumgartner*

"Development of a Private Sector Security Specialization at Pennsylvania State University—Fayette Campus"—*Dr. John N. Lieb*

"Strategies and Tactics for Security Professionals for Addressing, Preventing, and Resolving Ethical Problems"—*Dr. Michael H. Miller*

"Security Systems for Parking Facilities"—*Dr. Kenneth Christian*

"Prevention, Detection, and Investigation of Fraud by the Combined Resources of Audit and Security"—*T. L. Williams*

"The Reporting and Collection of Management and Employee Fraud Data: Current Practices and Developing Trends in American Business"—*Regis W. Becker, JD*

"The Development of a Screening and Placement Inventory for Entry Level Security Officers"
—*Robert J. Homant and Daniel B. Kennedy*

"Crime in Large Corporations by Employees"—*Marc J. M. Cools*

"Standard of Due Care for Telecommunications-based Information Systems"—*Daniel Smoot-Wood*

"Reconciling Competitiveness and National Security in Today's Global Economy"—*Lisa Guillermin*

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to establish a prototype, the Foundation has set a precedent in the industry and in higher education for similar programs with other universities.

Because even entry-level jobs in security management generally require a college degree, an extended baccalaureate degree program is on the Foundation's drawing board. The extended degree format is designed to accommodate adult students who work. The fluctuating work demands typically faced by security practitioners often make attending night school programs difficult. Therefore, some combination of correspondence, intensive on-site classes, and electronic delivery is viewed as most promising. The Foundation plans to recruit a nationally known university to serve as a home for the project.

In late 1989, the Foundation returned to efforts aimed at providing model curricula, particularly addressing the necessary academic requirements for graduate degrees in security management. Through the Delphi process of information gathering and analysis, an on-going ad hoc panel appointed by the Foundation will distill the opinions, thoughts, and experiences of security academics and practitioners. The panel's recommendations for developing security as a freestanding management science with its own master's degree designation will be released in September 1990.

Research Contributes to the Field

The Foundation's first research project was to compile the results of a census questionnaire. The 1969 survey was sent to 5,000 US organizations to collect information that could be used to construct a profile of industrial security in American industry. It examined organizational structures of industrial security as well as years of experience, age bracket, and educational background of security practitioners.

Today, the Foundation has become a leading source of funding

for research that contributes to the security body of knowledge. Since 1987, the Foundation's annual research competition has fostered high quality research and has given national exposure to projects that might otherwise have been overlooked by corporate endowments.

Ten research grants have been made by the Foundation in recent years (see **Exhibit 2**) and grants in excess of $50,000 have been awarded. Approximately 40 research proposals are submitted each year, and the Foundation Board decides whether to fund several at a modest level or award all available research money to a single recipient.

The quality of the submissions has increased dramatically over the last several years. As funding sources grow, the Foundation expects to attract even more applicants. The Foundation's 5th Annual Research Competition in 1990 particularly seeks proposals that "Respond to the Challenge," meaning they focus on security research aimed at fighting drug abuse.

An especially exciting component of the Foundation's research efforts has been proposals submitted under the sponsorship of corporate benefactors. In these instances, the Foundation serves as a clearinghouse for corporations seeking researchers. Through its contacts in the research community, the Foundation can match researchers qualified in certain types of analyses with a specific need identified by a corporation. Studies can be completed with anonymity and objectivity under the auspices of the Foundation, and the results can benefit both the corporation and the security community.

Two such projects are currently in progress. In 1989 Eastman Kodak contributed $20,000 to the Foundation to fund a two-phase benchmark study of security practices in manufacturing organizations. Selected security functions and activities in approximately 200 companies are to be measured and

Celebrants at the First Annual Foundation Fund-Raising Dinner in 1983 included (l to r) 1981 ASIS President Lou Tyska, CPP, astronaut and speaker Fred Hauck, 1983 Foundation Board President Tim O'Connor, CPP, Fran Kettler, and 1983 ASIS President Gordon Kettler, CPP.

evaluated for comparison in the study. Results will be presented to the security community at the 1990 Annual ASIS Seminar and Exhibits.

Also, the University of Pennsylvania's Wharton School of Business is spearheading the research to complete the Atkinson Project. Named for 1988 ASIS President James Atkinson, CPP, who initiated the idea, the Atkinson Project will develop a model to demonstrate the contribution of the security function to corporate profitability. At the completion of the research, a national conference will be held at the Wharton School to announce the findings and demonstrate applications of the model.

The research is being underwritten by a group of corporate sponsors, which have each contributed $5,000 to the project. To date, the group includes The Aetna Casualty & Surety Company, Cigna Service Company, Exxon Company, General Electric Company, Johnson & Johnson, McKesson Corporation, US West Corporation, and Xerox Corporation. Public Service Electric and Gas and MCI Telecommunications also contributed to the funding of the project.

Publishing Projects

The Foundation has always considered publishing as a natural partner in the dissemination of educational and research findings. To preserve the accumulation of articles published by ASIS in its first magazine, *Industrial Security*, one of the Foundation's first projects was to microfilm all issues between 1957 and 1967. Sets of the microfilm were offered to college and university libraries and leading public libraries.

With the success of the Foundation's research efforts in the late 1980s, the need for an appropriate vehicle to disseminate results became an important component for researchers, academicians, and security practitioners. The ASIS Foundation once again became the catalyst that enabled a project to reach fruition.

In 1986, Butterworth Publishers approached the Foundation with a proposal to collaborate by publishing a professional journal for the security profession. The timing could not have been better. *Security Journal* was envisioned by Butterworths as a forum for original research and applied findings in industrial, commercial, institutional, and governmental security.

Papers from the Foundation's master's degree program and from Foundation-sponsored research projects matched the content requirements proposed by Butterworths. An agreement was reached expeditiously, and the premiere issue of *Security Journal* was introduced in September 1989 at the 35th Annual ASIS Seminar and Exhibits in Nashville.

An editorial board of internationally renowned security practitioners has been assembled to evaluate submissions and solicit articles for the journal. Published quarterly, *Security Journal* is available by subscription; ASIS members receive a discount.

Giving Support for the Future

As the Foundation approaches its 25th anniversary, ASIS members can point with pride to accomplishments that span the educational and research spectrum. The Foundation's work benefits individual security practitioners by providing meaningful opportunities to enhance their professional credentials. ASIS chapters benefit through a reciprocal relationship with the Foundation's scholarship and research projects. Liaison representatives have been recruited at many chapters to boost the Foundation's visibility and encourage participation in the Foundation's programs.

The ASIS Foundation also benefits corporations by providing the educational opportunities that produce competent and confident security professionals. It also can generate applied or theoretical research tailored to companies' needs. With the rising emphasis on corporate security, all security research findings will eventually be relevant to the business and indus-

trial community at large.

To continue the successes of the past, the Foundation needs continuing support from corporations, chapters, and individuals. Two videotapes detailing the Foundation's accomplishments in recent years were produced in 1988 to encourage contributions. One version is directed toward corporate donors and the other targets individual and chapter contributors. Called *Poised for Greatness*, the videotapes underscore compelling reasons why gifts to the ASIS Foundation are investments in the long-term health of the security profession.

Chapters have increased their giving by donating the proceeds from special events to the Foundation. For example, in 1988 the Richmond Chapter organized its own Foundation fund-raising dinner at the corporate headquarters of Philip Morris Inc. ASIS regions have adopted the idea as well. In early 1990, the chapters in Region III, under the leadership of Regional Vice President Jacqueline Schwager, held a gala dinner on the *Queen Mary*. Proceeds were given to the Foundation.

The premier dinner in the Foundation's honor is held during the Annual ASIS Seminar and Exhibits. While no longer black-tie, this impressive gala attracts hundreds of supporters and contributes significantly to the Foundation's resources.

The focal point of the evening has ranged from speakers, such as astronaut Frederick Hauck, who piloted the *Challenger* in 1983, to entertainers, such as The Amazing Kreskin. Dinner sites have included hotel ballrooms, the *General Jackson* showboat, and Pete Fountain's New Orleans jazz club.

Since 1987, a permanent feature of the dinner has been the W.H. Brownyard Award for Meritorious Service. This cash award from the W.H. Brownyard Company recognizes a security officer whose heroic performance on the job brought credit to the security community.

Nominations are submitted by security practitioners, and the winner is selected by a panel of practitioners and journalists. The award includes a $1,000 savings bond and a plaque for the winning officer and a $5,000 donation to the Foundation in the name of the winner's employer.

Individuals have made gifts to the Foundation in a number of ways. Three authors have assigned royalties from their security books to the ASIS Foundation. Former ASIS President Louis Tyska, CPP, and Larry Fennelly, CPP, collaborated on a volume titled *Security in the Year 2000 and Beyond*. All proceeds from the book go to the Foundation. The same arrangement was made by Clay Higgins, CPP, for the royalties from his recent book, *Utility Security Operations Management*.

A unique giving opportunity has been presented to individual ASIS members in 1990. During the preceding year, the ASIS Council of Past Presidents made personal gifts to the Foundation in excess of $3,300. The council requested the funds be used as an incentive for fellow members to increase the fund through personal contributions of $100 or more during 1990.

The names of contributors who meet the challenge will be listed on plaques that will be displayed at ASIS headquarters and known as the Wall of Donors.

Funds collected will become a endowment designed to yield annual revenue to underwrite the Foundation's budget so a greater percentage of other contributions can be applied directly to the funding of projects.

The ASIS Foundation has established a track record over the years that deserves the support of the security community. Because funds are put to work in innovative and vigorous programs, donors can quickly see results. Giving to the ASIS Foundation today has more of an impact on the future of security than at any time in the Society's history. ∎

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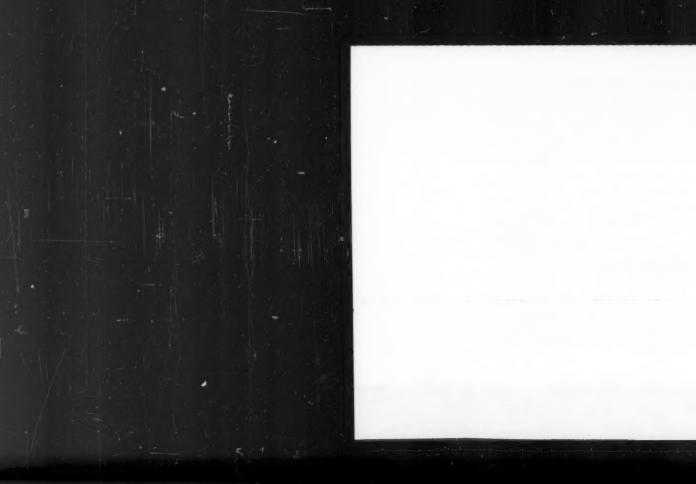
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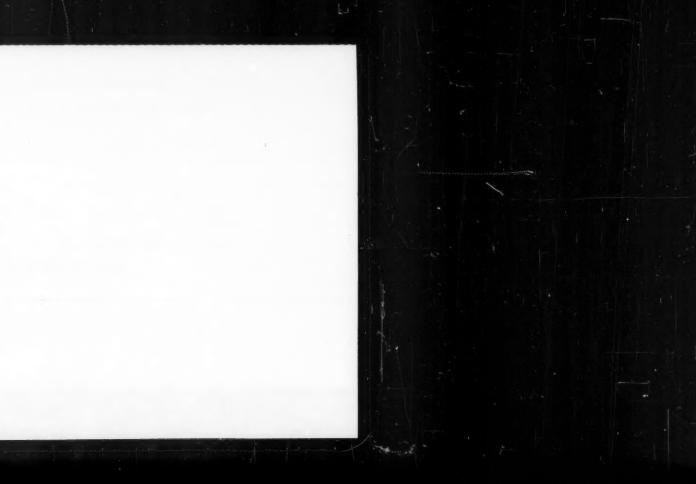
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The Mark of Professionalism

Since 1977, the American Society for Industrial Security has acknowledged professional accomplishment through its Certified Protection Professional (CPP) program. The credential is the culmination of effort by many ASIS members who felt certification could recognize achievement and encourage practitioners to expand their knowledge.

ASIS founders considered the concept of certification shortly after the Society was formed in 1955. Between 1957 and 1958, the Society's Professional Criteria Committee, chaired by Timothy Walsh, set a professional recognition program as a long-range goal. But because the energies of the ASIS leaders at that time focused on keeping the new Society afloat, the idea did not gain impetus for nearly 15 years.

In the early 1970s, the ASIS Board of Directors resurrected the topic and set the following goals for a certification effort:

■ Raise the professional standing of the security field by giving special recognition to security practitioners who, by meeting prescribed standards of performance, knowledge, and conduct, have demonstrated a high level of competence and ethical practice.

■ Identify professional knowledge sources that outline the principles and practices of security and loss prevention, related disciplines, and laws and regulations governing or affecting security practice.

■ Encourage security professionals to carry out continuing professional development.

These goals were the result of a year-long study started in 1972. A special task force empowered by the ASIS board and headed by member Loren Newland conducted the study and found that a certification program was indeed needed. "If the security vocation is ever to become a security profession," noted

1977 ASIS President Wayne Hall received the first CPP designation from the 1977 PCB. (L to r) Dick Cross, Russ White, Art Kingsbury, Hall, Paul Stivers—1977 PCB president, Dick Healy, Jack Buckley, and Tim Walsh.

the task force's November 1973 proposal to the ASIS board, "then, certainly, meaningful credentials are required."

The task force suggested Certified Commercial Security Professional (CCSP) as the title for the program. The 1973 proposal also noted the recently published Rand Corporation reports on private police in the United States "painted a dismal picture" of security as a profession. (The five-volume reports summarized an exhausive study sponsored by the US Department of Justice and researched by the Rand Corporation.)

The task force added, "If we as a Society collectively, or as security professionals individually, hope to constructively influence legislative moves nationwide on the subject of licensing, the establishment of a board of [CCSPs] would be the focal point."

The task force proposed granting a certification credential to persons who met stringent education and experience criteria and who passed a comprehensive written examination. It also suggested waiving the exam for an initial group of highly qualified practitioners who had an additional five years' experience beyond the standard criteria and whose credentials could pass the certification board's review.

"The requirements for certification by review are rigid and difficult," noted the proposal. "They are designed that way not only to enhance the credibility of certification but also to discourage applicants who are not qualified or not truly interested."

Pros and Cons

Much criticism and many questions were raised over the task force's 1973 proposal, among them why non-ASIS members should be eligible for certification. "As a Society," responded Loren Newland in a January 1974 letter to the ASIS board, "our responsibility to our profession overshadows our re-

CPPs celebrate their 10th anniversary during a gala breakfast at the 33rd Annual ASIS Seminar and Exhibits in Las Vegas.

sponsibility to ourselves. If certification eventually carries the weight and performs the service we anticipate it will, ASIS not only will enhance its reputation by being recognized as the body that sponsors the program but also will also serve the industry at large."

By the time this January letter was written, the task force had reversed its position on certification by review despite the experience of other certification programs they examined. The revised report acknowledged, however, that "with-

out a pool of initially certified members, it will be more difficult to get the program moving."

As to the stringency of the proposed certification requirements, the letter observed, "It goes without saying that no matter how carefully a certification program is designed, there will be those persons who eventually become certified who are not, in fact, tops in their field. The only way to minimize this problem is to establish initially strong, stringent guidelines for certification."

Not everyone on the ASIS Board of Directors agreed, especially on requiring all candidates to pass a written examination. Some directors considered the provision an affront to their professionalism; others worried it would exclude important contributors who would feel they should not need to take an exam.

Nonetheless, the task force proposal was approved with modifications by the ASIS board in June 1974. A nine-member Professional Certification Board (PCB) was appointed for three-year terms by ASIS President Richard Cross. Loren Newland and Timothy Walsh, both influential members of the task force, served on the first board. Arthur Kingsbury was elected as its first president.

PCB Takes the Lead

One of the PCB's first items of business was to settle on a name for the new credential. Support for the task force's recommendation, Certified Commercial Security Professional, was flagging. In fact, Newland acknowledged, it had not been the task force's first choice.

Following lengthy debate, the name eventually adopted was proposed as a temporary compromise that could be changed later. That day never came. Certified Protection Professional (CPP) is now recognized as a meaningful indicator of professional security competence.

The 1975 PCB also polled 5,000 security professionals. The results confirmed the time was right to proceed with certification. Of the respondents, 91.6 percent agreed that a certification program in security should be established, 71.6 percent felt ASIS should spearhead the program, and 89.1 percent said they would consider applying.

With this mandate in hand, the PCB now focused on the subject matter to be tested and on setting up administrative mechanics. Decisions on the exam's content were

1977 PCB President Paul Stivers, CPP, presents a CPP certificate to Claus Skupin, the first CPP from outside the United States.

reached after long discussions. The PCB expanded the core of subjects considered mandatory for professional security practice from four topics to eight. It also decided candidates should be required to pass exams in four security specialties of their choice.

The main issue the PCB addressed, however, was money. A three-year start-up budget of $248,000 was set, including nearly $100,000 to establish a question data bank. ASIS could not pledge funding at that level. The Society was just beginning to recover from a $7,000 fund balance deficit it had booked at the end of 1972.

Grant proposals were submitted to the Law Enforcement Assistance Administration (LEAA), a now defunct branch of the US Department of Justice, and private companies—to no avail. The funding problem prompted the ASIS Board of Directors to reconsider certification by review for an initial group of security practitioners. The application fees of persons certified without taking an exam seemed an appropriate way to cover the cost of developing the program. This core group of CPPs could also be tapped for questions, thus reducing the cost of exam preparation.

But when 1977 ASIS President Wayne Hall directed the PCB to get the program rolling by waiving the

exam requirement and granting certification by review, the entire PCB nearly resigned. Hall was concerned, however, that other groups, specifically the Department of Defense (DoD), would proceed with certification while ASIS was still debating.

DoD's principal staff officer for defense industry security education and training, James A. Reeder, had just been directed to set up a certification program for the industrial security representatives at defense contract facilities. At the time, 28 percent of the Society's membership worked in government and defense contractor facilities, so government representation on the PCB seemed appropriate.

Donald J. Clark, executive director of the Defense Industrial Security Program in 1975 (and Reeder's boss), showed great foresight regarding professional certification and supported the CPP program. As a result, he urged Reeder to become closely involved in the program's start-up. Reeder, an ASIS member, served on the PCB from 1977 to 1985.

After careful consideration, the PCB members saw the necessity of a review provision. Although they agreed to waive the exam for individuals meeting additional experience criteria, the PCB cut the eligibility period authorized by the ASIS Board of Directors from two years to six months.

As an interesting footnote, Wayne Hall was the first person to receive his CPP designation and was presented with the certificate at the 23rd ASIS Annual Seminar and Exhibits in September 1977. The PCB had decided that certifications should be issued according to the date each application was received, and Hall's was the first to be logged in. By the end of that year, 610 individuals had been designated CPPs by review.

PES Joins the Team

Now that the CPP program was

underway, developing a suitable examination received top priority. Determining precisely what information it should cover took much deliberation. Security, as a field of knowledge, lacked an established structure, and even when a structure was formed, compiling questions proved to be a difficult assignment. Guidance from an experienced testing firm was needed.

Professional Examination Service (PES), a New York City not-for-profit firm that administers various aspects of nearly 50 testing programs, was selected from among a half dozen applicants. PES advised that a multiple-choice test would best suit the PCB's objectives partly because it eliminates subjectivity from the scoring process.

The test format used most widely by certification programs, multiple-choice is a cost-effective choice since it can be machine scored. Also, the chance that someone could guess the right answer for each question is extremely low.

To meet the exam objectives outlined with PES, the PCB needed to draft 300 questions for the mandatory portion of the test and 40 questions for each of the eight optional exams. While not all questions would actually be on the exam, the extras would form a question bank so the test could be changed regularly.

The PCB designed scores of questions and asked new CPPs to submit recommendations. It identified highly respected practitioners in particular niches of security and sought their help.

All questions had to be documented, meaning the answer deemed to be correct had to be found in a readily available resource. Since security was just beginning to be recognized as an academic discipline, finding resources compounded the difficulty of putting questions in multiple-choice format. Nonetheless, common practice has never been accepted as a rationale for including a question

on the certification exam.

Richard Cross, CPP, who joined the PCB in 1976 when he left the ASIS board, spent hours reviewing and classifying proposed questions. Each one that passed Cross's review went to three practitioners with relevant expertise for comment. Based on the feedback, PES revised the questions and forwarded them to the full PCB, which sought to eliminate any ambiguous wording.

Kinks were worked out of the draft exam by testing groups of persons certified by review. The first certification exam was given in September 1978 on the Sunday before the 24th Annual ASIS Seminar and Exhibits opened in Los Angeles. Forty-seven candidates sat for the test.

Exam Particulars

Today's CPP program is nearly identical to the one estalished nearly two decades ago. It was never de-

signed to be a money-making venture for ASIS, and even today the program does not break even. Despite the fees charged to candidates and those renewing their CPP credential, ASIS continues to underwrite the annual budget for the program.

To be eligible for certification, applicants must meet the experience and education standards shown in **Exhibit 1**. All applications must be endorsed by a CPP in good standing, a responsibility that is taken seriously. An endorser must be satisfied the information on the application is valid, believe the applicant meets the requirements, and consider the applicant eligible to take the examination.

To complete the third part of the application process, applicants must affirm adherence to the CPP Code of Professional Responsibility (see **Exhibit 2**). Based on the ASIS Code of Ethics, the CPP code was adopted by the PCB in 1975.

Exhibit 1
CPP Experience and Education Requirements

Persons applying to take the CPP examination must meet at least one of the following experience and education requirements:

■ 10 years of security experience[1], at least half of which has been in responsible charge[2] of a security function[3]

■ an earned associate's degree from a regionally accredited college and eight years of security experience, at least half of which has been in responsible charge of a security function

■ an earned bachelor's degree from a regionally accredited college or university and five years of security experience, at least half of which has been in responsible charge of a security function

■ an earned master's degree from a regionally accredited college or university and four years of security experience, at least half of which has been in responsible charge of a security function

■ an earned doctoral degree from a regionally accredited college or university and three years of security experience, at least half of which has been in responsible charge of a security function.

[1]"Experience" means that the individual has been personally engaged in security or loss prevention full-time or as a primary duty.
[2]Generally, "reponsible charge" (RC) means that charge exercised by a supervisor who makes decisions for the successful completion of objectives without relying on directions from a superior as to specific methods or techniques. However, an applicant need not have absolutely held a supervisory position as long as the position(s) on which the applicant relies has specifically included responsibility for independent decisions or actions. If RC is not based on supervisory responsibilities, then the duties that qualify as RC must clearly show security program management responsibility and duties. Generally, this excludes such positions as patrol officer or the equivalent.
[3]"Security function" means the protection of assets.

The CPP exam is given three times a year—in May, September, and November. The May and November exams are given at approximately eight locations around the United States; the schedule is set two years in advance. The September exam is held the Sunday before the opening of the Annual ASIS Seminar and Exhibits.

Applicants must complete their paperwork eight weeks ahead of their preferred exam date. All copies of the CPP exam are kept at PES's New York office, so ample time is needed to ensure the appropriate tests for each successful applicant arrive at the test site of his or her choice.

Statistics on successful CPP candidates compiled over the years show a relationship between review efforts and pass rates. The PCB does not endorse any CPP review courses but strongly recommends that candidates study extensively either on their own or in a group.

To help candidates review, the PCB has compiled a list of suggested readings. This list is sent to all successful applicants along with a breakdown of the topics covered in the exam. While the reading list does not include all references used to document all questions, it is a representative sample of the books, manuals, laws, standards, and regulations used to construct 75 percent of the exam.

The current CPP exam consists of 200 questions on 10 mandatory subjects and 25 questions on each of four specialty subjects (see **Exhibit 3**). To pass, candidates must score 140 (70 percent) on the mandatory section and 60 (60 percent) on the specialty tests. The scoring requirements have been consistent since the program's inception.

A chief proctor, usually a member of the PCB, administers the day-long exam. The sealed tests are sent from PES by certified and insured mail to the chief proctor. The seals are broken by the candidates as they begin the test. The morning is spent

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Exhibit 2
CPP Code of Professional Responsibility

■ I will endeavor to perform my professional duties in accordance with the highest moral principles.

■ I will work vigilantly and unceasingly to thwart the activities of individuals or groups who seek to change or destroy the democratic government processes by force, violence, or any other unlawful means.

■ I will strive to strengthen my government by the security protection of facilities and conserving resources.

■ I will be faithful and diligent in discharging the duties entrusted to me, protecting the property and interests of employers, and safeguarding the lives and well-being of employees.

■ I will observe strictly the precepts of truth, accuracy, and prudence.

■ I will respect and protect confidential and privileged information.

■ I will promote programs designed to raise standards, improve efficiency, and increase the effectiveness of security.

Exhibit 3
CPP Examination Content

Mandatory Subjects	Approximate % of Test Questions[1]
Emergency planning	6 percent
Investigations	14 percent
Legal aspects of security	5 percent
Liasion (internal/external relations)	8 percent
Loss prevention	14 percent
Personnel security	7 percent
Physical security	16 percent
Protection of sensitive information	7 percent
Security management	20 percent
Substance abuse	3 percent

[1]Percentages are based on results compiled during the 1986 CPP Role Delineation Project.

Specialty Subjects	Approximate % of Times Selected[2]
Banking and financial institutions	23 percent
Computer security	18 percent
Credit card security	10 percent
Department of Defense Industrial Security Program requirements	18 percent
Educational institutions security	44 percent
Fire resources management	22 percent
Health care institutions security	37 percent
Manufacturing security	59 percent
Nuclear power security	10 percent
Oil and gas industrial security	*
Public utility security	8 percent
Restaurant and lodging security	44 percent
Retail security	67 percent
Telephone and telecommunications security	*
Transportation security	29 percent

[2]Percents are based on a February 1985 survey of CPPs compiled by an independent researcher.
*The two specialty subjects without percents were added as options in 1987, after this survey was completed.

1974-75
Arthur A. Kingsbury, President
John L. Buckley
Albert S. Davis
Richard J. Healy
Howard L. Mai
Loren E. Newland
O. P. Norton
Timothy J. Walsh
Thomas W. Wathen

1975-76
Arthur A. Kingsbury, President
John L. Buckley
Albert S. Davis
Richard J. Healy
Howard L. Mai
Loren E. Newland
O. P. Norton
Paul A. Stivers
Timothy J. Walsh

1976-77
Paul A. Stivers, President
John L. Buckley
Richard F. Cross
Albert S. Davis
Richard J. Healy
Arthur A. Kingsbury
James A. Reeder
Timothy J. Walsh
Russell E. White

1978
Paul A. Stivers, President
John L. Buckley
Richard F. Cross
Albert S. Davis
Richard J. Healy
Arthur A. Kingsbury
James A. Reeder
Timothy J. Walsh

1979
Richard F. Cross, President
Joseph F. Doherty
Donald R. Duckworth
Richard J. Healy
Clarence G. Keele
Donald L. Perkins
James A. Reeder
John B. Simons
Thomas E. Whitaker

1980
John B. Simons, CPP, President

Donald T. Clark, CPP
Joseph F. Doherty, CPP
Donald R. Duckworth, CPP
Wayne L. Hall, CPP
Clarence G. Keele, CPP
Donald L. Perkins, CPP
James A. Reeder, CPP
Thomas E. Whitaker, CPP

1981
John B. Simons, President
Wayne L. Hall, CPP
Clarence G. Keele, CPP
Boris F. Melnikoff, CPP
Richard D. Paterson, CPP
Donald L. Perkins, CPP
Richard S. Post, CPP
James A. Reeder, CPP
Thomas E. Whitaker, CPP

1982
Wayne L. Hall, CPP, President
William R. Floyd, CPP
Clarence G. Keele, CPP
Thomas W. Leo, CPP
Boris F. Melnikoff, CPP
Richard D. Paterson, CPP
Richard S. Post, CPP
James A. Reeder, CPP
John B. Simons, CPP

1983
Wayne L. Hall, CPP, President
William R. Floyd, CPP
Clarence G. Keele, CPP
Thomas W. Leo, CPP
Boris F. Melnikoff, CPP
Richard D. Paterson, CPP
Richard S. Post, CPP
John B. Simons, CPP
Richard F. Williams, CPP

1984
Richard D. Paterson, CPP,
  President
John J. Fay, CPP
William R. Floyd, CPP
Wayne L. Hall, CPP
Clarence G. Keele, CPP
Garry A. Lapides, CPP
Thomas W. Leo, CPP
James A. Reeder, CPP
Richard F. Williams, CPP

1985
Richard D. Paterson, CPP,
  President
Milton E. Brown, CPP
Kenneth G. Fauth, CPP
John J. Fay, CPP
Wayne L. Hall, CPP
Garry A. Lapides, CPP
Thomas W. Leo, CPP
James A. Reeder, CPP
Richard F. Williams, CPP

1986
Richard D. Paterson, CPP,
  President
Kenneth G. Fauth, CPP
John J. Fay, CPP
George N. Knudtzon, CPP
Garry A. Lapides, CPP
Thomas W. Leo, CPP
Jon C. Paul, CPP
Neil L. Soloman, CPP
Richard F. Williams, CPP

1987
Kenneth G. Fauth, CPP, President
Forrest P. Franklin, CPP
Curtis Hayes, CPP
George N. Knudtzon, CPP
Thomas W. Leo, CPP
Jon C. Paul, CPP
Neil L. Soloman, CPP
William F. Steinkamp, CPP
Richard F. Williams, CPP

1988
Richard F. Williams, CPP,
  President
Forrest P. Franklin, CPP
Curtis Hayes, CPP
George N. Knudtzon, CPP
Jon C. Paul, CPP
Brendon G. Rafferty, CPP
John T. Smith, CPP
Neil L. Soloman, CPP
James E. Wheeler, CPP

1989
Jon C. Paul, CPP, President
Forrest P. Franklin, CPP
Curtis Hayes, CPP
George N. Knudtzon, CPP
Charles F. LeFew, CPP
Brendon G. Rafferty, CPP
John T. Smith, CPP
Scott T. St. Clair, CPP
James E. Wheeler, CPP

completing the mandatory part of the test, with the afternoon devoted to the specialties. Answer sheets are returned to PES for scoring. Candidates receive a report that shows their scores on both the mandatory and optional parts of the test.

Unsuccessful candidates can apply to retake all or part of the exam after six months. PES is convinced the pass rate on the CPP exam, which has been in the 73 percent to 75 percent range over the years, indicates it is fair and is being administered properly.

Test Validation

Review of the CPP exam and its administrative procedures is constant. Early on, PES formally commented that the PCB had "done more than many, if not most, other organizations in developing standards for test content, construction, and administration." PCB member Jim Reeder devoted much effort to analyzing the test results provided by PES and profiling those who passed the exam as well as those who failed it. The effort assured the PCB that the exam and other certification criteria were uniform.

Each time a new exam is administered, PES analyzes the responses to all questions to examine response patterns and spot problems. If, for example, only 10 percent of the candidates chose what is supposed to be the correct answer for a specific question and 50 percent chose one of the other options, that question would be referred to the PCB for review. If the PCB decides the most-selected answer could be correct or if an error in the answer

key is discovered, the problem can be resolved expeditiously.

The mandatory exam is revised each year, and the specialty tests are altered on a rotating basis. The PCB continues to draft and research new questions, which are stored in PES's question bank for that purpose. The current PCB test committee chairman and the PES staff are the only persons with access to the exam or the question bank for the program.

In 1986, to ensure questions on the exam reflected the aspects of a security manager's job, 350 CPPs participated in an extensive role delineation project. Conducted through PES, role delineation is a standard test validation method that identifies three components of a job specialty: the major aspects of that specialty, the tasks performed in each aspect, and the knowledge needed to perform the tasks.

Survey participants were asked to review a list of major responsibilities and task statements for accuracy and completeness. They were also asked to rate both on a set of validity scales. The major responsibilities were rated on relative importance and percentage of time devoted to each. Examples of major responsibilities include physical security, emergency planning, investigations, and the legal aspects of security.

The task statements were rated

for frequency and potential for harm. Examples of task statements relating to physical security are: "Conduct a vulnerability analysis to determine the actual or potential susceptibility to loss of the various facility assets by on-site review" and "Assess, evaluate, and recommend countermeasures by reviewing available data to reduce or neutralize the possibility of adverse impact."

Based on the responses, the major responsibilities were assigned a weighted value. Composite values were then determined for each of the responsibilities and tasks.
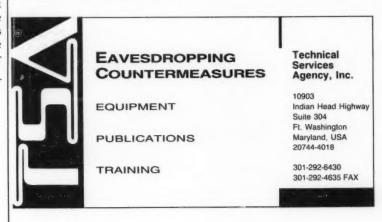
These values were used to determine the principal security functions that should be covered on the CPP exam and the weight each function should be given in the mix of questions. The values also provided documentation to show the aspects, tasks, and knowledge that comprise the security professional's job. The results of this study ensure the exam accurately reflects practice.

Keeping Up With Change

Recertification has been a part of the certification process from the start. The principal purpose of the CPP program has always been professional development and improvement. Like all professions, the 1973 Newland task force reasoned, the security profession was evolu-

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1990

Jon C. Paul, CPP, President
Forrest P. Franklin, CPP
Curtis Hayes, CPP
George N. Knudtzon, CPP
Charles F. LeFew, CPP
John T. Smith, CPP
Scott T. St. Clair, CPP
William F. Steinkamp, CPP
James E. Wheeler, CPP

tionary. To remain certified, therefore, all CPPs should be recertified every three years by accumulating professional credits.

Today's CPP recertification program encourages individuals to keep current in new security developments and active in security programs. Effective in 1992, recertification requirements will be toughened, increasing from six credits every three years to nine. The credit earned for various activities was also revised.

Credits can be earned for the following activites:

- joining a chartered security organization or association
- attending security educational programs and courses
- serving as a volunteer leader in a chartered security organization or association
- speaking or instructing in security seminars and workshops

John Simons, CPP, PCB president in 1981 and 1982, addresses a meeting of all CPPs as Jim Reeder, CPP, looks on.

- publishing articles or other literary contributions in security publications

Not all activities receive the same amount of credit, and limits are placed on the amount of credit an individual can earn for certain activities per year. For example, only one credit can be earned each year for membership in security associations, regardless of the number. One credit can be earned each year by serving as an ASIS chapter committee chairman, and two credits can be granted annually if a CPP becomes a chapter officer.

The greatest number of credits can be earned each year by attending an ASIS Assets Protection Course, serving as an officer of ASIS International, teaching a four-credit course at an accredited college or university, or publishing a book. The PCB will consider granting credits for other types of activities, such as an invention or leading a security-related civic activity. Recertification credits can be earned anytime during the three-year period, but beginning in 1992, a total of nine must be reported to ASIS headquarters before July 1 of the recertification year.

The Goal: Professional Advancement

As ASIS enters its 35th year, the number of CPPs on the rolls has surpassed 3,200. A record number of candidates, more than 200, sat for the exam in May 1990.

According to a 1986 study of CPPs by an independent researcher, the number one reason why persons take the CPP exam is to improve their position in their company. The ASIS placement service reports more and more companies are requesting CPPs when filling managerial positions. Employers are also looking for the designation as an indicator that a manager is ready for promotion.

The original goals of the CPP program have reached fruition. Security professionals are recognized for their achievement, the security function is defined through role delineation, and CPPs are encouraged to keep current through recertification. Achieving the CPP designation not only demonstrates professional competence but also is an excellent way to maintain a competitive edge in a rapidly expanding profession. ■

(Below) In its early years, the Professional Certification Board (PCB) laid the foundation for the Certified Protection Professional examination by reviewing questions appropriate for the test. In this photo, the 1979 PCB meets before the seminar and exhibits (clockwise from center): Jim Reeder, Tom Whitaker, Dick Healy, Don Duckworth, Don Perkins, John Simons, Maureen Phalen (ASIS staff), and Perry Norton (ASIS staff).

(Above) The 1976-77 Professional Certification Board deliberates over lunch before the seminar and exhibits in Orlando (clockwise from center): Tim Walsh, Russ White, Jack Buckley, Dick Cross, Paul Stivers, Art Kingsbury, Dick Healy, Al Davis, and Jim Reeder.
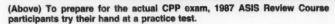

(Right) Participants in the 1987 ASIS CPP Review Course receive encouragement and gain confidence. ◆

(Above) CPP candidates spend the Sunday before the 1989 seminar and exhibits putting their knowledge to the test.

(Above) To prepare for the actual CPP exam, 1987 ASIS Review Course participants try their hand at a practice test.
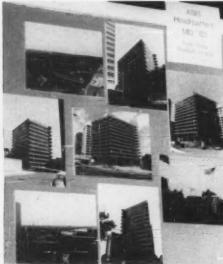
(Left) At their spring meeting, the 1977 Professional Certification Board sets standards for becoming a CPP (clockwise from center): Russ White, Paul Stivers, Tim Walsh, Al Davis, Jack Buckley, Lynn McKenzie (ASIS staff), Perry Norton (ASIS staff), Jim Reeder, Dick Healy, and Dick Cross.

In early 1956 when the first ASIS employee was hired, the total ASIS membership stood at fewer than 400. Today, a headquarters staff of 42 serves an ASIS membership of more than 24,000. Through the years, the ASIS staff has implemented the policies set by the ASIS Board of Directors. These policies have enhanced the value of ASIS membership and contributed to the security profession as a whole. As these 1989 statistics show, all ASIS members continue to view membership as an essential part of their professional development.

COMPOSITION

Affiliate 8,771

Student 302

Honorary 11

Life 260

Active 15,388

35%

62%

Total Membership 24,732

(Above) In the summer of 1965, the ASIS staff consisted of the following six persons: (l to r) Executive Director William Wright, Jr., Harry Buzzerd, Susan McMaster, Carol Bartlett, Lucille Ryan, and Paul Beach, Jr.

(Above) In 1983, the ASIS staff moved into a new headquarters building in Arlington, VA. This construction montage was prepared for that year's seminar and exhibits.

(Right) ASIS Executive Vice President E. J. Criscuoli, Jr., CPP, (right) and future ASIS President Mick Moritz, CPP, (center) prepare for a television talk show during the 1982 seminar and exhibits in Atlanta.

Headquarters Rises to the Occasion

A national ASIS headquarters office was established in downtown Washington, DC, in 1956, and the Society's first full-time employee was put on the payroll. Virginia Egelston wrote a regular column for *Industrial Security* tagged "Suite 317" after the location of the Society's first headquarters in the Investment Building. She constituted the entire staff until February 1958, when an executive director was hired.

D. Milton (Mickey) Ladd, retired assistant director of the FBI, filled that post temporarily, leaving to run for political office later that year. Following his departure, Washington lawyer Daniel L. O'Connor took over the administrative duties for the next few months. In January 1959, General William L. Fagg, who had recently retired from the US Air Force, joined ASIS as its full-time executive director.

By 1961 the Society needed more space, so the headquarters office was moved to a larger suite in the Investment Building. The following year headquarters was moved again, this time to 2000 K Street, Washington, DC, where it remained until May 1983.

An active ASIS member, William D. Wright, Jr., became executive director when General Fagg resigned in 1964. Wright also assumed the responsibilities as editor of *Industrial Security*.

Wright was succeeded as executive director in 1972 by O. Perry Norton, a longtime volunteer leader of ASIS. Norton proved to be a critical element in the Society's survival. For example, Norton was dedicated to seeing the certification program become a reality and, in 1977, took on the staff position responsible for certification. Those who served on the Professional Certification Board in the early days remember Norton's contribution as invaluable. He brought an indispensable combination of experience as a security professional and administrator of a volunteer organization to the table.

Norton died in 1985 after a long

Ann Parkinson, membership secretary, and Beulah Helgeson, publications secretary, attend the 1964 President's Reception in Washington, DC.

illness. In honor of his many contributions to the Society, the ASIS Information Resources Center (IRC) was dedicated in his name that year. Long an interest of Norton's, the IRC, with its professional staff of three, would be a source of great pride to him.

By the time Norton stepped out of the executive director position in 1977, ASIS was solvent and contributing to its financial reserves. Staff had reached a dozen employees.

E. J. Criscuoli, Jr., CPP, who followed Norton as executive director, credits Perry with bringing him into the Society. Norton encouraged Criscuoli to get involved with the Washington, DC, Chapter and recruited him to serve on that chapter's 8th Annual Seminar and Exhibits committee. By 1962 Criscuoli was chapter chairman, and by 1965 he was elected to the ASIS Board of Directors, on which he served for 10 years. In 1975, Criscuoli was chosen as the Society's 20th president.

In May 1977, he became executive director of the ASIS staff headquartered in Washington, DC. Following a management reorganization effective in 1983, Criscuoli became executive vice president, reporting to the Society's president.

During the 14 years Criscuoli has led the Society's staff, headquarters has expanded dramatically to support the increasing demands of the ASIS membership. The Society acquired its first computer in 1979 and had again outgrown its quar-

ters by 1982. Criscuoli worked with a committee of the ASIS board and local real estate specialists to negotiate a deal favorable to the Society for its next headquarters facility.

In May 1983, ASIS changed its home address, moving across the Potomac River to Arlington, VA. The new accommodations provided space for long-term growth along with a financial return to the Society. ASIS invested $500,000 in Park Place, the building it occupies. In return, the Society leased two floors of the 13-story high rise. As a result, the Society has a 15 percent equity position in the building and is considered to be a limited partner.

The building investment results in an annual 12 percent return on the Society's initial investment of $500,000. In 1988, when the building's owners refinanced their funds, ASIS realized a $493,000 return on that financial transaction. It is expected that an additional amount from that transaction will be forthcoming in the future.

One of the two floors allocated to the Society has been rented to outside firms since the move to Park Place in 1983. The other provides office space for the Society's 42 employees, the IRC, and meetings of ASIS committees, councils, and boards. As the demand for space increases, some of the Society's operations may occupy part or all of the space on the floor now being rented.

Staff expansion has accompanied the near tripling of the ASIS membership in the past 14 years as well as the multiplication of chapters, programs, and member benefits. In that time, the Society's annual budget has burgeoned from $939,000 to nearly $8 million, yet the proportion of income derived from member dues has fallen from 46 percent to 24 percent.

As the number of ASIS members, chapters, regional vice presidents, standing committees, and councils has risen, more staff sup-

After leading the ASIS staff for five years, O. Perry Norton, CPP, became staff administrator for the Certified Protection Professional Program and the ASIS Foundation.

port has been required. The boards of ASIS, the ASIS Foundation, and the Professional Certification Program all rely heavily on headquarters staff for support services.

Since 1977, the Society has added the certification program, the IRC, ASISNET, public relations, and an enhanced placement program. *Security Management* has doubled in frequency with accompanying increases in editorial and advertising pages, *Dynamics* has quadrupled in pages, and numerous softcover books and reprint collections have been published.

The ASIS workshop schedule has increased dramatically, and new programs have been added to the Assets Protection Course series. The exhibits associated with the annual seminar comprise the largest security exhibition in the country. Facility arrangements as well as all administrative and promotional details of the educational programs offered at the annual seminar and exhibits are handled by headquarters staff. These and other enhancements to the Society's programs have been made possible through the added capacity at ASIS headquarters.

Assisted by the Society's employees, Criscuoli has carried out the directives of the ASIS Board of Directors and provided the fiscal vision needed by a professional society of ASIS's stature.

The following employees have been recognized by the ASIS president for their more than 15 years of contributions to ASIS: Susan Melnicove (1974), director of membership and meeting services; Vernona Elms (1975), membership secretary; and Roosevelt Wrisbon (1975), mail/distribution clerk.

The following department heads have been employed by the society for 10 years or more: Patricia Rivers (1976), director of public relations and administration; Lewis Schneider, CAE (1976), director of education and seminar programs; Mary Alice Crawford (1977), director of publications; Elizabeth Mewshaw (1979), controller; and Gail Garnett (1979), director of certification. Charles (Sandy) Davidson, joined ASIS in 1985 as staff director of the ASIS Foundation, Inc. ∎

ASIS Staff Executives

The American Society for Industrial Security appreciates the valued service to the membership by these chief staff officers:

D. Milton Ladd
February 1, 1958 to
    July 31, 1958

Brigadier General
    William L. Fagg (USAF Ret)
January 5, 1959 to
    September 3, 1964

William D. Wright
September 4, 1964 to
    March 26, 1972

O. P. Norton, CPP
July 3, 1972 to May 22, 1977

E. J. Criscuoli, Jr., CPP
May 23, 1977 to present

Checks and Balances

A repetitious theme throughout ASIS's first decade is common in new organizations—tenuous finances. When ASIS was established, an initiation fee of $25 and dues of $25 a year were set for active members, while associate and government members were charged a $10 initiation fee and $10 a year dues. When the affiliate category of membership was established in 1957, dues for this group of new members matched the amount charged to active members.

Until a headquarters was established and the Society's first employee hired in 1958, collecting and accounting for all money was handled by the ASIS treasurer and assistant treasurer. One or the other of those officers continued to co-sign checks issued by the Society until late 1977. The procedure was particularly cumbersome when neither officer lived near ASIS headquarters in Washington, DC.

In 1957, the ASIS board found it necessary to exhort members to pay their dues, pleading the need to minimize the expense of multiple billings. When Richard Healy became president in 1958, staving off insolvency was his primary objective. Toward that goal, Healy emphasized expanding advertising sales in *Industrial Security*, and advertising was sold in the annual membership directory for the first time. Healy also pushed to double the number of members and chapters. But even though his year as president ended on a stronger financial note, lean years lay ahead for the Society.

By 1962 the ASIS board realized dues income did not cover ASIS's operating expenses. Staff Executive Director William Fagg informed the ASIS board that the average cost per member to the Society that year was $27.12; active and affiliate members were still only paying $25 in dues, and associate members' $10 dues rate remained unchanged. Obviously a dues increase was needed.

For 1963 the board hiked annual dues for active and affiliate members to $30 and raised associate members' dues to $20 per year. The reaction was immediate and markedly negative. Membership dropped that year from 2,600 to 2,100.

While the Society was a bit stronger financially, it was still unable to underwrite many desired activities. Net income from other revenue sources—namely the annual seminar and exhibits, advertising, and nonmember subscriptions to *Industrial Security*—fluctuated from year to year, making any long-range planning nearly impossible. While the Society's volunteer leaders were committed to enhancing the profession through ASIS activities, their primary attention, by necessity, focused on keeping ASIS afloat.

The Society's publications were a major drain on resources. In the early 1960s, publication of an ASIS newletter was stopped to cut costs. In the mid-1970s, the ASIS board considered selling *Industrial Security* to a commercial publishing house. Like nearly all the Society's programs, advertising sales still relied heavily on local volunteers to generate ads for specific issues.

When O. Perry Norton became staff executive director in 1972, ASIS's fund balance (retained earnings) was $7,263 in the red by year end. The Society changed from a cash to an accrual accounting system that year, one factor in the severity of the deficit. But the optimistic vision foreseen by the Society's founders was seriously clouded.

Norton began to turn the tide through strict adherence to an approved budget. He actively sought to increase the Society's income in ways consistent with its purposes. For example, in 1973 the ASIS Institute of Learning was offered for the first time. Its success not only provided unique educational opportunities for members but also provided a new source of revenue for the Society.

That same year the Society engaged Ernst and Ernst to audit its financial records, and the first annual report of finances was published. According to that 1973 report, ASIS brought in $314,000 from dues, publications, the seminar and exhibits, and educational programs. Dues income accounted for 43 percent of the total. The Society spent $266,000 on the same line items. The remaining $48,000 covered all other expenses and formed a meager fund balance.

Financial constraints in the mid-1970s nearly shelved the Society's much-desired goal of instituting a professional certification program. The substantial funding needed to develop a test and operate the program was eventually offset partially by fees paid by an initial group of

candidates who were certified by review.

Today, after more than a decade, the Certified Protection Professional (CPP) program still operates at a small deficit, which is absorbed within the overall ASIS budget. However, the Society's leaders firmly believe their commitment to enhancing professionalism far outweighs the modest underwriting costs.

By the time Norton stepped aside in 1977 to devote his energies solely to the certification program, the Society's income had tripled and exceeded expenses by $50,000. According to figures audited by Bruner, Kane, and McCarthy, the firm that has audited the Society's books since 1975, dues constituted 46 percent of income in 1977. The Society contributed $190,000 or 20 percent of income to its fund balance.

Financial experts in the association field counsel maintaining reserves of 39 percent of the next year's operating expenses. Because any association's future income is uncertain, an adequate fund balance is the only way to cushion the effect of missing budgeted income allotments or exceeding budgeted expenses. As many associations have discovered, the other alternatives are to cut programs, staff, and services.

Since the late 1970s, the ASIS

board has approved budgets that have gradually boosted the Society's fund balance. Dues increases to $40 in 1977 and to $55 in 1981 were aimed at that purpose. Dues were not raised again until 1988 when they were increased to the current rate of $75 per year.

Each decision to increase dues was predicated on the need for maintaining a sound financial base to ensure the Society's continued ability to provide the services members want. Through the financial leadership of E. J. Criscuoli, Jr., CPP, staff executive vice president since 1977, ASIS had accumulated a fund balance of just under $3 million at the end of 1989, excluding the Society's $500,000 investment in the building occupied by headquarters. According to the Society's audited 1989 financial statement, the current fund balance equals 38 percent of that year's income. At the same time, the percentage of income from dues has dropped to 24 percent.

Obviously, ASIS has successfully diversified its income sources over the years. As the accompanying charts show, the major income categories are essentially the same as they were in 1973. While the annual seminar and exhibits accounts for the most revenue, it also is the largest expenditure in the Society's budget. But, should the annual seminar and exhibits not meet in-

come projections in just one year, the Society's financial picture would change drastically. For example, if income from the 1989 seminar and exhibits had just covered expenses, the Society would have ended the year losing almost $39,000.

Boosting *Security Management* to a monthly publication in 1978 was a turning point that made advertising a significant source of income. In 1977, advertising income totaled just under $70,000. By 1989, *Security Management* advertising alone contributed $1,734,000 to the Society's coffers. However, the entire publications program accounted for 41 percent of the Society's expenses in 1989. A portion of membership dues helps defray the cost of the Society's communication vehicles.

The exhibits portion of the annual seminar and exhibits has steadily increased as well. As a result, the seminar and exhibits is the largest single source of net revenue for the Society, accounting for nearly a third of ASIS's income. Because the exhibit hall has grown from 128 booths when it first sold out in 1978 to more than 800 booths in 1990, ASIS has been able to keep registration fees at moderate prices.

Although the Society's educational programs provide income, as a member service they are budgeted to net a very small surplus. ASIS has sought to price its edu-

The income generated by ASIS activities enables the Society to sponsor the diverse programs members expect from their professional association.

Major ASIS expenditures have remained constant throughout the years despite major increases in the number of benefits available to members.

cational programs competitively, and members pay substantially lower rates than do nonmembers. If a member attends just one educational event during the year, the saving realized on the registration fee exceeds the cost of dues for the year.

The investment in the building occupied by headquarters was an important financial milestone. In 1982 the Society invested $500,000 in the 13-story building that houses its headquarters. As a result, ASIS has a 15 percent equity position in the building and is considered a limited partner. This investment results in an annual return of 12 percent to the Society. In 1988 when the building's investors refinanced their loans, the Society realized a one-time return of $493,000 on that transaction.

The financial strength of the Society's various income-producing activities allows ASIS to invest in projects that do not pay for themselves but are important membership benefits. Among these programs are the certification program, the placement service, the Information Resources Center, and ASISNET.

In its 35th year, ASIS has become a sizable business, with more than $8 million projected in 1990 income. Like any business, ASIS must work diligently to keep costs under control. But as a member service organization ASIS must always balance those cost controls with the need to provide services. The Society's ability to provide services has been enhanced as it has been able to expand the staff, although each additional staff position has been weighed carefully.

A professional accounting staff has enabled the Society to better manage its finances. Accounting procedures such as a lock box system for receiving dues and bad debt collection efforts have greatly improved the Society's ability to monitor its financial resources. Custom accounting software was developed in the 1980s, giving staff directors and the ASIS Board of Directors much better financial information for decision making.

The Society is now in a position to make cost projections with some confidence, enabling its leaders to develop long-range strategic plans and initiate new programs. Regardless of how impressive the Society's finances may be, "most members don't gauge the value of ASIS by the numbers," acknowledges staff Executive Vice President Criscuoli. "They look for professional benefits that make being a member worthwhile."

The ASIS Board of Directors, volunteer leaders, and headquarters staff are dedicated to making sure the benefits provided warrant each member's investment. ∎

Looking Back . . .

ASIS is pleased to be able to provide this commemorative magazine to all members as we celebrate the Society's 35th anniversary. We owe a debt of gratitude to our founders who started ASIS on the road to becoming the largest professional security organization in the world.

As you know from reading the articles in this publication, the Society's first 15 years were difficult. As recently as 1972, the Society faced financial ruin and almost disbanded. But the ASIS leaders at the time persevered through these dark hours. As a volunteer leader at the chapter and regional level and as ASIS president, I witnessed the struggle for survival.

The results of the efforts of many dedicated leaders are reflected in the Society's success today. The membership benefits they envisioned—the ASIS Foundation, a certification program, and a monthly publication, for example—have come to fruition. They shaped the building blocks that have enabled ASIS to make great strides in its second quarter of existence.

The support of two groups of members, exhibitors at the annual seminar and exhibits and advertisers in *Security Management* and *Dynamics*, has played a key role in that success. Our exhibitors and advertisers have long realized that ASIS members make buying decisions for security products and services. We now see that continuing support being extended to the ASIS Foundation and the *Security Industry Buyers Guide*.

To the members who currently serve the Society by working for chapters, regions, committees, and boards, we are especially grateful for your guidance and support. The Society is fortunate to have a large cadre of willing and able supporters.

To those who gave so much to the Society through the years, your efforts have been greatly appreciated.
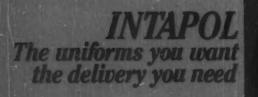
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